NAME OF MARKET: MOROCCO

		1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		14.8	14.8	14.7	14.2	14.0	13.8
PER CAPITA CONSUMPTION		675	623	601	567	544	N.A.
COMPANY SHARES %							
1)REGIE DES TABACS		91.4	90.2	88.7	88.2	86.2	85.6
2)R.J. REYNOLDS		5.0	6.2	6.3	6.6	8.1	8.5
3)PHILIP MORRIS		3.0	3.1	4.4	4.6	5.1	5.3
4)BROWN & WILLIAMSON		0.3	0.3	0.3	0.2	0.2	0.3
OTHERS		0.3	0.2	0.3	0.4	0.4	0.3
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)CASA SPORT	REGIE	51.8	50.7	47.0	45.1	37.8	34.7
2)MARQUISES	REGIE	4.6	7.2	11.9	13.9	18.5	22.4
3)OLYMPIC	REGIE	16.0	13.2	11.0	9.8	11.0	13.3
4)WINSTON	R.J. REYNOLDS	4.9	6.0	6.2	6.5	8.0	8.3
5)MARLBORO	PHILIP MORRIS	3.0	3.1	4.4	4.5	5.1	5.3
6)BEST	REGIE	6.2	6.7	7.4	7.6	7.8	5.1
7)MARVEL	REGIE	0.2	0.1	0.7	2.8	3.7	3.6
8)FAVORITES	REGIE	3.7	2.3	2.9	2.4	1.9	1.9
9)MAGHREB	REGIE	3.7	3.7	3.2	2.9	2.7	1.7
10)TROUPE FAR	REGIE	2.2	2.9	2.3	2.0	1.4	1.0
MARKET SEGMENTATION %							
FILTER		42.2	44.1	47.8	50.5	59.0	62.4
NON-FILTER		57.8	55.9	52.2	49.5	41.0	37.6
INTERNATIONAL/LOCAL SEGMENTATION %							
LOCAL		91.4	90.2	88.7	88.2	86.2	85.6
INTERNATIONAL		8.6	9.8	11.3	11.8	13.8	14.4

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(MOROCCO)

	1987	1988	1989	1990	1991	1992
COMPANY SHARES - IMPORTS SEGMENT %						
1)R.J. REYNOLDS	58.1	62.5	56.1	56.5	58.8	58.8
2)PHILIP MORRIS	34.5	31.6	38.8	38.7	36.9	36.9
3)BROWN & WILLIAMSON	3.2	2.7	2.3	2.1	1.8	1.8
OTHERS	4.2	3.2	2.8	2.7	2.5	2.5

BRAND FAMILY SHARES - IMPORTS SEGMENT %

BRAND NAME	MANUFACTURER					
1)WINSTON	R.J. REYNOLDS	56.4	60.6	54.8	55.2	57.5	57.4
2)MARLBORO	PHILIP MORRIS	34.4	31.4	38.7	38.7	36.8	36.9
3)KENT	BROWN & WILLIAMSON	3.2	2.7	2.3	2.1	1.8	1.8
4)CAMEL	R.J. REYNOLDS	1.3	1.7	1.2	1.2	1.1	1.2

2054136773

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(MOROCCO)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	***1	1	1
C) NEWSPAPERS		*3	*3	***3	***3	***3
D) MAGAZINES		*3	*3	***3	***3	***3
E) COUPONS		2	2	2	2	2
F) POINT OF SALE		3	3	***3	***3	***3
G) BILLBOARDS		3	3	***3	***3	***3
H) CINEMA		1	1	***1	1	1
I) SAMPLING		**3	**3	***3	***3	***3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

*Allowed only for new launches (max. 3 months).
**During promotions only.
***Subject to approval of the monopoly.

2054136774

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: NIGERIA

		1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		7.7	8.7	8.5	7.2	6.7	6.6
PER CAPITA CONSUMPTION		78	83	81	66	60	N.A.
COMPANY SHARES %							
1)NIGERIA TOBACCO COMPANY (N.T.C.)		79.4	82.0	82.5	86.1	87.2	88.4
2)INTERNATIONAL TOBACCO COMPANY (I.T.C.)		20.6	18.0	17.5	13.9	12.8	11.6
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)THREE RINGS	N.T.C.	32.1	35.7	35.1	38.2	38.7	37.6
2)GOLD LEAF	N.T.C.	13.7	10.8	13.0	12.7	15.4	16.0
3)SM	N.T.C.	11.9	13.0	12.9	15.4	15.5	15.8
4)HIGH SOCIETY	N.T.C.	13.9	10.4	9.1	10.6	11.8	9.2
5)LINK	I.T.C.	10.2	8.1	8.5	7.4	6.9	6.2
6)MARS	N.T.C.	5.7	6.0	5.6	6.3	5.8	5.3
7)GREEN SPOT	I.T.C.	3.9	4.4	4.6	4.4	4.1	3.7
8)EXCEL	N.T.C.	--	--	--	0.1	0.2	2.3
9)TARGET	I.T.C.	6.5	5.2	3.9	1.9	1.9	1.6
10)BICYCLE	N.T.C.	---	0.6	0.6	0.7	1.2	1.2
MARKET SEGMENTATION %							
FILTER		98.0	94.8	94.6	93.7	92.7	93.6
NON-FILTER		2.0	5.2	5.4	6.3	7.3	6.4
PRICE SEGMENTATION %							
HIGH		29.6	26.7	25.9	23.4	24.3	27.5
MEDIUM		10.7	11.8	11.0	7.9	31.9	64.9
LOW		59.7	61.5	63.1	68.6	43.8	7.6

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(NIGERIA)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		1	1	2	2	3
B) RADIO		1	1	3	2	3
C) NEWSPAPERS		1	1	3	1	3
D) MAGAZINES		1	1	3	1	3
E) COUPONS		N.A.	1	3	1	1
F) POINT OF SALE		1	1	3	1	1
G) BILLBOARDS		1	1	3	1	3
H) CINEMA		1	1	3	1	3
I) SAMPLING		2	1	3	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		NO	NO	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS		NO	NO	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	YES	YES	NO

2054136776

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: NORWAY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.7	2.8	2.9	2.9	3.0	2.7
PER CAPITA CONSUMPTION	654	676	694	695	708	N.A.
COMPANY SHARES %						
1)SKANDINAVISK TOBACCO CO. (STC)	39.9	42.1	46.5	49.7	51.9	53.8
2)PHILIP MORRIS	14.3	14.4	15.0	15.0	15.4	15.5
3)B.A.T.	13.9	13.5	12.6	11.6	10.6	9.4
4)BROWN & WILLIAMSON	8.8	7.9	8.3	7.9	7.7	7.5
5)TIEDEMANNS	7.8	8.1	8.0	7.3	7.0	6.7
6)ROTHMANS	9.1	8.4	5.2	4.5	4.1	3.7
7)R.J. REYNOLDS	4.6	4.1	2.9	3.1	2.8	2.9
OTHERS	1.6	1.4	1.5	0.9	0.5	0.5
BRAND FAMILY SHARES %						
BRAND NAME / MANUFACTURER						
1)PRINCE / S.T.C	39.9	42.1	46.5	49.7	51.9	53.8
2)MARLBORO / PHILIP MORRIS	11.8	12.0	12.8	12.9	13.4	13.7
3)PALL MALL / BAT/ROTHMANS	13.2	13.1	11.9	11.0	9.7	8.8
4)BARCLAY / BROWN & WILLIAMSON	8.0	7.4	7.9	7.5	7.3	7.2
5)PETTEROE'S / TIEDEMANNS	2.4	2.5	2.7	3.0	3.4	3.7
6)DUNHILL / ROTHMANS	6.5	6.3	4.3	3.8	3.5	3.2
7)MERIT / PHILIP MORRIS	2.4	2.3	2.1	1.9	1.7	1.7
8)CAMEL / R.J. REYNOLDS	1.3	1.3	1.1	1.0	1.0	1.3
9)SOUTH STATE / TIEDEMANNS	2.7	2.3	2.1	1.7	1.4	1.2
10)SALEM / R.J. REYNOLDS	2.0	1.8	1.3	1.2	1.1	1.0

2054136777

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(NORWAY)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (15 MG AND ABOVE)	55.6	52.5	48.7	45.1	42.8	41.5
LIGHTS (8-14 MG)	34.7	38.2	41.7	45.6	48.1	49.5
SUPERLIGHTS (0-7 MG)	9.7	9.3	9.6	9.3	9.1	9.0
MARKET SEGMENTATION %						
FILTER	92.6	93.4	94.0	94.6	95.5	95.9
NON-FILTER	7.4	6.6	6.0	5.4	4.5	4.1
PACK TYPE SEGMENTATION %						
BOX	89.1	90.3	90.5	91.1	92.2	92.4
SOFT	10.6	9.5	9.4	8.8	7.7	7.6
OTHERS	0.3	0.2	0.1	0.1	0.1	0.0
PACK COUNT SEGMENTATION %						
10'S PACK	15.6	15.1	15.7	15.2	15.9	17.0
18'S PACK	0.0	0.0	0.0	0.1	0.2	0.2
20'S PACK	84.4	84.9	84.3	84.7	83.9	82.8
50'S PACK	---	---	0.0	0.0	0.0	0.0
LENGTH SEGMENTATION %						
67-75 MM	3.6	2.9	2.6	2.2	1.9	1.7
76-82 MM	3.1	2.8	2.1	2.1	1.6	1.5
83-85 MM	93.2	94.3	95.4	95.7	96.4	96.7
86 AND ABOVE	0.1	0.0	0.0	0.0	0.0	0.0
MENTHOL SEGMENTATION %						
MENTHOL	7.3	7.0	5.7	4.9	4.4	4.0
NON-MENTHOL	92.7	93.0	94.3	95.1	95.6	96.0

2054136778

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(NORWAY)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		2	2	2	2	2
D) MAGAZINES		2	2	2	2	2
E) COUPONS		N.A.	2	2	2	2
F) POINT OF SALE		2	2	2	2	2
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		PROHIBITED	PROHIBITED	PROHIBITED	N.A.	N.A.
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		PROHIBITED	PROHIBITED	PROHIBITED	N.A.	N.A.

2054136779

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: OMAN

		1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		1.1	1.1	1.1	1.2	1.2	1.3
PER CAPITA CONSUMPTION		834	793	750	787	720	N.A.
COMPANY SHARES %							
1)B.A.T.		45.1	43.5	43.6	43.3	41.0	39.4
2)ROTHMANS		38.4	37.1	35.3	33.8	32.4	31.4
3)PHILIP MORRIS		7.1	8.7	10.2	12.2	14.8	16.8
4)R.J. REYNOLDS		1.1	2.4	3.2	3.4	4.5	7.6
5)GALLAHER		2.2	2.6	2.6	2.2	2.3	1.6
6)BROWN & WILLIAMSON		1.0	1.0	1.0	0.8	0.7	0.6
OTHERS		5.1	4.8	4.2	4.3	4.3	2.6
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)ROTHMANS	ROTHMANS	26.7	22.7	20.9	19.8	18.8	17.9
2)MARLBORO	PHILIP MORRIS	6.5	7.9	9.7	11.7	13.8	15.1
3)PLAYERS GOLD LEAF	B.A.T.	21.7	18.7	17.0	16.1	14.7	13.4
4)CAPSTAN	B.A.T.	5.5	6.2	7.3	8.8	10.9	10.7
5)STATE EXPRESS	B.A.T.	8.6	8.6	8.7	8.4	7.1	6.2
6)DUNHILL	ROTHMANS	8.0	7.4	7.1	6.6	6.4	6.1
7)CRAVEN A	ROTHMANS	2.3	5.5	6.0	6.1	6.2	5.8
8)WILLS GOLD FLAKE	B.A.T.	--	1.4	3.8	4.3	3.5	3.5
9)MONTE CARLO	R.J. REYNOLDS	--	--	--	--	0.5	2.8
10)BENSON & HEDGES	B.A.T.	3.3	3.4	3.3	3.0	2.7	2.6
TAR & NICOTINE SEGMENTATION %							
FULL FLAVOR	(10-12 MG)	95.7	93.3	91.7	91.0	88.1	87.6
LIGHTS	(6-9 MG)	3.3	5.3	6.9	7.8	10.5	11.4
SUPERLIGHTS	(<6 MG)	1.1	1.4	1.4	1.2	1.3	1.0

2054136780

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(OMAN)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
ABOVE PREMIUM	0.6	0.7	0.7	0.7	0.8	0.6
PREMIUM	40.5	39.1	38.9	38.6	39.3	38.0
BELOW PREMIUM	12.5	10.8	10.7	9.8	8.3	6.9
MEDIUM	28.1	25.8	23.8	22.6	21.1	19.4
LOW	5.9	7.0	12.6	13.9	14.4	11.4
CHEAP	12.5	16.6	13.3	14.4	16.1	23.7
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	89.9	88.2	85.5	83.7	80.4	78.3
AMERICAN	9.2	11.7	13.8	15.4	18.7	21.3
OTHERS	1.0	0.1	0.7	0.9	0.9	0.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	1	1	1
D) MAGAZINES		1	1	1	1	1
E) COUPONS		1	1	1	1	N.A.
F) POINT OF SALE		*3	*3	1	**3	**3
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

*No advertising for tobacco in front of outlet.
**Indoor only.

2054136781

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: POLAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	96.0	95.3	86.0	97.5	94.7	92.5
PER CAPITA CONSUMPTION	2,549	2,517	2,272	2,558	2,477	N.A.
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				1	1	1
D) MAGAZINES				1	1	1
E) COUPONS				1	1	1
F) POINT OF SALE				1	1	1
G) BILLBOARDS				1	1	1
H) CINEMA				1	1	1
I) SAMPLING				1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS				YES	YES	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS				YES	YES	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	NO

2054136782

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: QATAR

		1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		0.6	0.6	0.6	0.6	0.7	0.6
PER CAPITA CONSUMPTION		1,697	1,321	1,278	1,296	1,728	N.A.
COMPANY SHARES %							
1)ROTHMANS		44.1	44.0	45.5	42.3	43.1	41.1
2)PHILIP MORRIS		16.9	19.6	20.2	22.7	24.1	27.3
3)B.A.T.		27.2	25.2	21.4	21.9	21.7	21.0
4)R.J. REYNOLDS		2.3	1.7	4.1	5.2	4.0	4.3
5)GALLAHER		3.7	3.0	3.0	2.5	2.3	2.0
6)BROWN & WILLIAMSON		2.9	2.9	2.8	2.1	1.9	1.5
OTHERS		2.9	3.6	3.0	3.3	2.9	2.8
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	16.3	18.6	18.9	18.5	18.6	18.5
2)ROTHMANS	ROTHMANS	27.3	25.9	23.2	17.7	17.4	17.6
3)JUBILEE	ROTHMANS	5.6	8.0	13.3	17.2	19.2	13.9
4)PLAYERS GOLD LEAF	B.A.T.	11.9	11.1	6.9	6.5	8.5	10.4
5)L&M	PHILIP MORRIS	0.3	0.5	0.8	3.7	5.0	7.2
6)CRAVEN A	ROTHMANS	2.1	2.6	2.2	1.7	1.7	5.4
7)WILLS GOLD FLAKE	B.A.T.	---	---	4.2	7.6	6.5	5.0
8)DUNHILL	ROTHMANS	7.3	6.5	6.1	4.8	4.1	3.7
9)STATE EXPRESS 55	B.A.T.	8.1	7.3	5.3	3.7	3.3	2.8
10)BENSON & HEDGES	B.A.T.	3.6	3.2	2.8	2.6	2.2	2.0
TAR & NICOTINE SEGMENTATION %							
FULL FLAVOR		89.5	88.5	87.0	84.9	83.7	82.1
LIGHTS		8.2	9.1	10.2	12.5	13.8	15.3
SUPERLIGHTS		2.3	2.4	2.8	2.7	2.6	2.7

2054136783

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(QATAR)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
ABOVE PREMIUM	2.2	1.4	1.2	1.0	0.9	0.7
PREMIUM	58.6	57.4	56.3	48.4	46.1	44.7
BELOW PREMIUM	14.0	12.5	8.3	5.8	5.2	4.3
MEDIUM	14.1	14.7	9.5	1.3	7.2	9.8
LOW	1.9	2.1	2.3	10.9	12.1	12.1
CHEAP	9.1	11.9	22.4	32.6	28.4	28.3
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	74.4	72.0	71.5	68.0	68.0	64.9
AMERICAN	22.7	24.5	26.6	30.2	30.4	33.6
OTHERS	2.9	3.5	1.9	1.8	1.6	1.5

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	N.A.
F) POINT OF SALE	*3	*3	3	3	3
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	**3	**3	3	***3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

*No advertising in front of outlet.
**Tobacco sampling prohibited in public premises.
***For major events - municipality approval required.

2054136784

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(QATAR)

	1987	1988	1989	1990	1991	1992
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

2054136785

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: REUNION

		1987	1988	1989	1990	1991	1992
TOTAL MARKET (BILLIONS)		0.9	1.0	1.0	0.9	0.9	0.9
POPULATION TOTAL (MILLIONS)		1,254	1,229	1,184	1,050	1,055	N.A.
COMPANY SHARES %							
1)BAT		47.6	50.3	52.3	51.7	51.6	50.1
2)SEITA		30.0	26.7	23.4	22.4	20.2	18.3
3)PHILIP MORRIS		8.2	9.4	10.7	12.6	14.6	16.6
4)ROTHMANS		13.0	12.1	12.1	11.7	11.6	12.8
OTHERS		1.2	1.5	1.5	1.6	2.0	2.2
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)GLADSTONE	B.A.T.	38.2	39.9	41.9	41.4	40.1	37.8
2)MARLBORO	PHILIP MORRIS	6.6	7.5	8.3	10.5	12.3	14.0
3)BENSON & HEDGES	B.A.T.	8.5	9.4	9.4	9.5	10.7	11.6
4)GAULOISES	SEITA	16.7	13.9	12.8	12.5	11.2	10.3
5)P. STUYVESANT	ROTHMANS	5.6	5.5	6.1	6.0	6.3	6.5
6)ROYALE	SEITA	3.6	3.4	4.9	4.5	4.1	3.7
7)CRAVEN A	ROTHMANS	5.3	4.2	3.9	3.6	3.4	3.0
8)BASTOS	SEITA	5.6	4.8	4.2	3.7	3.3	2.8
9)PHILIP MORRIS	PHILIP MORRIS	1.7	1.9	2.2	1.9	2.2	2.3
10)DUNHILL	ROTHMANS	1.5	1.6	1.5	1.6	1.5	1.6
PRICE SEGMENTATION %							
ABOVE PREMIUM		0.3	0.3	0.3	0.3	0.2	0.3
PREMIUM		19.5	22.0	23.0	25.3	33.9	42.1
HIGH		54.9	55.2	58.8	57.4	50.6	42.5
LOW		25.3	22.4	18.0	17.0	15.2	15.1

2054136786

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(REUNION)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		3	3	3	3	2
D) MAGAZINES		3	3	3	3	2
E) COUPONS		2	2	2	2	2
F) POINT OF SALE		1	1	3	3	2
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		2	2	3	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

2054136787

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: ROMANIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	35.0	34.5	34.3	32.0	32.0	32.0
POPULATION IN MILLIONS	22.94	23.05	23.15	23.21	23.19	N.A.
PER CAPITA CONSUMPTION	1,526	1,497	1;482	1,379	1,380	N.A.

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION			1	1	1
B) RADIO			1	1	1
C) NEWSPAPERS			1	1	1
D) MAGAZINES			1	1	1
E) COUPONS			1	1	1
F) POINT OF SALE			1	1	1
G) BILLBOARDS			1	1	1
H) CINEMA			1	1	1
I) SAMPLING			1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS		NO	NO	NO
	B) CARTONS		NO	NO	NO
	C) ADVERTISING		NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
	A) PACKS		NO	NO	NO
	B) CARTONS		NO	NO	NO
	C) ADVERTISING		NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: SAUDI ARABIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	12.7	13.1	13.7	14.5	14.7	15.4
PER CAPITA CONSUMPTION	935	940	950	975	1,000	910
COMPANY SHARES %						
1)PHILIP MORRIS	39.7	38.9	38.3	41.0	44.8	46.6
2)B.A.T.	8.3	7.7	10.1	11.9	12.8	15.4
3)R.J. REYNOLDS	11.8	18.5	19.2	17.4	14.0	10.9
4)ROTHMANS	20.5	15.1	13.0	11.3	10.2	10.3
5)ST. PAUL'S	4.3	4.0	3.9	4.1	3.3	4.4
6)GALLAHER	2.1	1.8	1.6	1.9	2.6	3.4
7)BROWN & WILLIAMSON	4.7	5.5	5.2	3.8	3.3	2.8
8)EASTERN TOBACCO	2.2	2.1	2.4	1.9	2.4	1.6
OTHERS	6.4	6.4	6.2	6.8	6.6	4.6
BRAND FAMILY SHARES %						

BRAND NAME	MANUFACTURER					
1) MARLBORO	PHILIP MORRIS	33.3	31.1	30.7	32.4	36.0	35.1
2) PLAYERS GOLD LEAF	B.A.T.	3.9	4.1	6.3	7.8	8.9	11.5
3) L&M	PHILIP MORRIS	0.8	0.8	1.2	2.8	5.2	8.6
4) GOLD COAST	R.J. REYNOLDS	9.8	17.0	17.6	15.6	11.9	8.0
5) ROTHMANS	ROTHMANS	14.5	10.4	8.9	7.7	6.3	5.8
6) LONDON	ST. PAUL'S/ROTHMANS	4.3	4.0	3.9	4.1	3.3	5.4
7) CARLTON	GALLAHER	0.9	1.0	0.9	1.3	1.7	2.3
8) HOPE	OTHERS	0.6	0.5	0.8	2.5	3.9	2.3
9) CLEOPATRA	EASTERN TOBACCO	2.2	2.1	2.4	1.9	2.4	1.6
10) VISA	PHILIP MORRIS	3.0	5.3	5.0	4.5	2.3	1.6

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(SAUDI ARABIA)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10-12 MG)	85.4	82.5	80.7	79.3	78.0	77.5
LIGHTS (6-10 MG)	10.5	12.7	14.6	16.0	16.7	16.9
SUPERLIGHTS (0-5 MG)	4.1	4.8	4.7	4.7	5.3	5.6
TOBACCO TYPE SEGMENTATION %						
AMERICAN	38.2	31.8	32.0	30.6	27.9	30.9
VIRGINIA	59.5	66.1	65.5	67.4	69.7	66.9
OTHERS	2.3	2.1	2.4	2.0	2.4	2.2
PRICE SEGMENTATION %						
ABOVE PREMIUM (4.50 AND ABOVE)	3.1	2.3	2.0	1.8	0.8	0.6
PREMIUM (4.00)	58.5	50.6	48.4	47.7	51.7	49.8
BELOW PREMIUM (3.50)	6.2	7.1	5.9	5.2	2.7	2.3
MEDIUM (3.00)	5.4	1.7	0.6	0.5	0.3	0.3
LOW (2.50)	8.1	11.6	13.5	24.3	34.7	35.6
CHEAP (1.50-2.00)	18.7	26.7	29.6	20.4	9.8	11.4

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(SAUDI ARABIA)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		2	2	*2	*2	*2
D) MAGAZINES		*2	*2	2	*2	*2
E) COUPONS		2	2	2	2	N.A.
F) POINT OF SALE		2	**2	2	2	2
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		N.A.	N.A.	N.A.	N.A.	N.A.
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	N/A

*Allowed in imported press and Saudi Publications based outside S.A. with Pan-Arab circulation.
**Some companies use branded/unbranded P.O.S.

2054136791

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: SENEGAL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,020	1,890	1,819	1,815	1,724	1,641
PER CAPITA CONSUMPTION	314	266	255	248	229	N.A.
COMPANY SHARES %						
1) MTOA	34.0	28.3	36.4	53.3	47.6	38.8
2) ROTHMANS INTERNATIONAL	9.5	8.8	9.6	16.7	21.7	23.3
3) PHILIP MORRIS	28.6	29.3	29.0	20.0	20.9	23.2
4) SEITA	2.9	2.8	3.9	7.9	8.9	14.0
5) B.A.T.	10.3	18.6	14.3	1.8	0.9	0.7
6) R.J. REYNOLDS	13.6	11.9	6.4	0.2	--	--
OTHERS	1.1	0.3	0.4	0.0	--	--
BRAND FAMILY SHARES %						
BRAND NAME / MANUFACTURER						
1) VIKING / MTOA	---	2.5	8.3	30.5	32.0	27.0
2) MARLBORO / PHILIP MORRIS (LIC.)	20.9	21.1	18.0	19.7	20.7	23.1
3) DUNHILL / ROTHMANS	4.3	3.1	5.7	12.3	17.1	18.9
4) GAULOISES / SEITA	2.4	2.0	3.4	7.5	8.5	13.8
5) CAMELIA / MTOA	25.3	18.7	15.9	14.1	11.8	9.8
6) PETER STUYVESANT / ROTHMANS	4.7	4.6	3.1	3.7	3.4	3.1
7) ST. MORITZ / ROTHMANS	0.4	0.5	0.7	0.7	1.2	1.4
8) JOB / MTOA	5.8	5.0	4.1	2.2	1.4	1.1
9) NELSON / MTOA	---	---	6.7	5.6	2.3	0.9
10) BENSON & HEDGES / B.A.T.	5.7	5.4	3.8	1.3	0.7	0.6

2054136792

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(SENEGAL)

	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
AMERICAN	47.7	54.6	52.9	26.3	23.4	24.2
VIRGINIA	17.5	18.5	22.8	49.4	54.4	50.9
LOCAL	34.5	26.6	22.5	18.3	15.2	12.7
OTHERS	0.4	0.3	1.7	6.0	7.0	12.2
PRICE SEGMENTATION %						
ABOVE PREMIUM	2.2	2.2	1.5	2.5	2.2	2.3
PREMIUM	31.1	30.3	28.7	32.8	38.0	42.0
HIGH	7.5	5.7	4.2	4.0	3.7	3.2
MEDIUM HIGH	25.6	36.0	40.5	44.4	42.9	41.7
MEDIUM LOW	3.5	3.0	6.4	2.2	1.4	1.1
LOW	30.1	22.8	18.7	14.2	11.8	9.8
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	*3
B) RADIO		1	1	*3	*3	*3
C) NEWSPAPERS		1	1	*3	*3	*3
D) MAGAZINES		1	1	*3	*3	*3
E) COUPONS		N.A.	1	*3	*3	*3
F) POINT OF SALE		1	1	*3	*3	*3
G) BILLBOARDS		1	1	*3	*3	*3
H) CINEMA		1	1	*3	*3	*3
I) SAMPLING		2	1	*3	*3	*3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

*Restricted by industry voluntary agreement (Code of Conduct).

2054136793

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(SENEGAL)

	1987	1988	1989	1990	1991	1992
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

2054136794

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: SWEDEN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.1	11.2	10.9	10.6	10.5	11.0
PER CAPITA CONSUMPTION	1,322	1,326	1,289	1,239	1,219	N.A.
COMPANY SHARES %						
1)S.T.A.	60.6	60.1	59.8	60.3	59.4	58.0
2)S.T.C.	27.4	27.7	27.0	25.9	26.2	26.7
3)PHILIP MORRIS	9.9	10.0	11.0	11.3	11.8	12.7
4)B.A.T./BROWN & WILLIAMSON	0.9	0.9	0.8	0.9	1.0	0.9
5)R.J. REYNOLDS	0.7	0.8	1.0	1.1	1.3	1.4
OTHERS	0.5	0.5	0.4	0.5	0.3	0.3
BRAND FAMILY SHARES %						
BRAND NAME / MANUFACTURER						
1)BLEND / S.T.A.	35.8	36.5	37.4	38.2	37.9	37.7
2)PRINCE / S.T.A.	26.6	26.9	26.1	25.0	25.3	25.8
3)MARLBORO / PHILIP MORRIS	6.6	7.1	8.3	8.8	9.5	10.5
4)RIGHT / S.T.A.	6.7	7.1	7.3	8.0	8.5	8.7
5)JOHN SILVER / S.T.A.	6.7	6.4	5.8	5.5	5.2	4.9
6)COMMERCE / S.T.A.	5.9	5.2	4.8	4.2	3.8	3.3
7)BOND / PHILIP MORRIS	2.1	1.9	1.8	1.7	1.7	1.7
8)GLENN / S.T.A.	2.6	2.3	2.2	2.0	1.8	1.6
9)CAMEL / R.J. REYNOLDS	0.5	0.6	0.8	0.9	1.1	1.3
10)HOBSON / S.T.A.	1.3	1.2	1.1	1.0	0.9	0.8

2054136795

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(SWEDEN)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER	94.0	94.4	94.9	95.5	95.9	96.3
NON-FILTER	6.0	5.6	5.1	4.5	4.1	3.7
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	53.3	50.7	47.7	44.5	42.3	41.4
LIGHTS	32.6	34.7	36.9	38.3	38.5	38.5
SUPERLIGHTS	4.9	5.2	5.8	7.6	9.4	10.2
MENTHOL	9.2	9.4	9.6	9.6	9.7	9.8
PACK TYPE SEGMENTATION %						
BOX	55.3	58.2	61.4	63.7	65.0	66.2
SOFT	44.7	41.8	38.6	36.3	35.0	33.8
PACK COUNT SEGMENTATION %						
10'S PACK	1.3	1.0	1.4	1.5	1.5	1.5
20'S PACK	98.7	99.0	98.6	98.5	98.5	98.5
PRICE SEGMENTATION %						
ABOVE PREMIUM	0.1	0.1	0.1	0.1	0.1	0.1
PREMIUM	39.6	37.4	36.1	34.3	33.8	34.1
BELOW PREMIUM	60.4	62.5	63.9	65.6	66.1	65.9

2054136796

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(SWEDEN)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
21 MG AND ABOVE	0.6	0.6	0.4	0.1	0.0	0.0
16-20 MG	19.4	17.9	16.2	14.7	13.8	13.0
11-15 MG	34.9	33.6	32.2	30.7	29.5	29.2
6-10 MG	38.6	41.1	43.3	44.8	44.9	44.8
1-5 MG	6.6	6.9	7.8	9.7	11.9	13.0
LENGTH SEGMENTATION %						
60-75 MM	11.2	10.1	9.2	8.4	7.7	6.9
76-82 MM	49.8	52.8	54.7	56.5	56.9	56.4
83-85 MM	38.1	36.0	33.9	32.7	32.3	32.1
86 AND ABOVE	0.9	1.0	2.2	2.4	3.1	4.6
MENTHOL SEGMENTATION %						
MENTHOL	9.2	9.4	9.6	9.6	9.7	9.8
NON-MENTHOL	90.8	90.6	90.4	90.4	90.3	90.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		N.A.	N.A.	N.A.	2	2
B) RADIO		N.A.	N.A.	N.A.	2	2
C) NEWSPAPERS		3	3	3	3	3
D) MAGAZINES		3	3	3	3	3
E) COUPONS		N.A.	3	3	2	2
F) POINT OF SALE		3	3	3	3	3
G) BILLBOARDS		2	2	3	2	2
H) CINEMA		2	2	3	2	2
I) SAMPLING		3	3	3	3	3

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(SWEDEN)		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS		YES	YES	YES	YES	YES
	B) CARTONS		NO	NO	NO	NO	NO
	C) ADVERTISING		YES	YES	YES	YES	YES
SPECIFIC T&N NUMERS ON:							
	A) PACKS		YES	YES	YES	YES	YES
	B) CARTONS		NO	NO	NO	NO	NO
	C) ADVERTISING		YES	YES	YES	YES	YES

2054136798

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: SWITZERLAND

		1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		15.9	15.9	16.0	15.9	16.1	16.9
PER CAPITA CONSUMPTION		2,426	2,406	2,401	2,313	2,330	N.A.
COMPANY SHARES %							
1)PHILIP MORRIS		38.0	38.4	39.7	41.7	42.9	45.4
2)B.A.T.		19.3	19.2	18.5	18.8	19.5	18.7
3)BURRUS		22.4	21.3	20.6	18.8	17.3	16.4
4)R.J. REYNOLDS		8.0	9.0	9.6	9.6	9.7	9.2
5)ROTHMANS		5.4	5.5	5.2	5.1	5.0	5.0
6)RINSOZ & ORMOND		5.3	4.9	4.7	4.4	4.1	3.7
7)REEMTSMA		1.6	1.5	1.5	1.4	1.4	1.5
OTHERS		0.2	0.2	0.2	0.2	0.1	0.1
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	17.8	18.5	19.9	21.4	22.3	24.1
2)MURATTI	PHILIP MORRIS	9.7	9.4	9.1	9.0	9.0	8.7
3)PARISIENNE	BURRUS	10.1	9.8	9.4	8.8	8.3	8.1
4)SELECT	BURRUS	11.0	10.5	10.1	8.9	8.0	7.5
5)CAMEL	R.J. REYNOLDS	6.6	7.3	7.7	7.6	7.6	7.3
6)MARYLONG	B.A.T.	8.0	7.8	7.4	7.5	7.7	7.1
7)BARCLAY	B.A.T.	4.7	4.8	4.7	4.8	5.3	5.2
8)BRUNETTE	PHILIP MORRIS	6.3	6.0	5.5	5.4	5.3	4.8
9)PHILIP MORRIS	PHILIP MORRIS	1.5	2.0	2.7	3.2	3.6	4.1
10)MAROCAINE	B.A.T.	3.4	3.3	3.1	3.1	3.3	3.0

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(SWITZERLAND)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER	97.0	97.2	97.3	97.5	97.7	97.7
NON-FILTER	3.0	2.8	2.7	2.5	2.3	9.3
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (11 MG AND ABOVE)	47.2	45.8	44.6	43.9	42.6	41.4
LIGHTS (6-10 MG)	30.0	30.7	31.2	31.1	31.5	32.5
EXTRA LIGHTS (0-5 MG)	22.8	23.4	24.2	25.0	25.9	26.1
PACK TYPE SEGMENTATION %						
BOX	44.8	47.2	50.2	53.0	55.4	58.8
SOFT	52.9	50.6	47.8	45.0	47.8	39.5
OTHERS	2.3	2.2	2.0	1.9	1.8	1.7
TOBACCO TYPE SEGMENTATION %						
AMERICAN	37.3	39.7	42.4	44.9	46.7	49.4
EUROPEAN	14.1	13.9	28.2	28.5	27.0	26.3
MARYLAND	39.7	38.2	21.6	19.2	19.5	18.1
BLACK	5.8	5.4	5.0	4.6	4.2	3.6
VIRGINIA	2.9	2.8	2.7	2.6	2.5	2.5
OTHERS	0.2	0.0	0.1	0.2	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	3	3	*3
D) MAGAZINES		1	1	3	3	*3
E) COUPONS		2	2	2	2	1
F) POINT OF SALES		1	1	1	1	1
G) BILLBOARDS		3	3	3	3	**3
H) CINEMA		3	3	3	3	***3
I) SAMPLING		3	3	3	3	****3

*By industry agreement and by law (press aimed at youth).
**By industry agreement and by law (public land).
***By industry agreement and by law (public land).
****By industry agreement and by law (samples to minors).

2054136800

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(SWITZERLAND)		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTING ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

2054136801

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: TUNISIA

	1987	1988	1989	1990	1991	1992
TOTAL MARKET (BILLIONS)	7.4	7.4	7.6	8.3	8.7	9.2
PER CAPITA CONSUMPTION	1,012	949	957	1,019	1,035	N.A.
COMPANY SHARES %						
1)MONOPOLY (R.N.T.A.)	96.7	96.8	96.8	96.3	96.7	96.8
2)PHILIP MORRIS	0.5	1.1	1.3	1.5	1.5	1.5
3)SEITA	1.0	1.5	1.5	1.5	1.3	1.3
4)R.J. REYNOLDS	0.1	0.3	0.2	0.3	0.2	0.2
OTHERS	1.7	0.3	0.2	0.4	0.3	0.2
COMPANY SHARES - INTERNATIONAL SEGMENT %						
1)PHILIP MORRIS	31.5	37.8	43.3	44.9	48.4	46.1
2)SEITA	58.8	50.5	48.2	44.5	42.0	42.3
3)R.J. REYNOLDS	6.4	9.3	6.9	7.7	7.2	7.1
4)ROTHMANS	0.6	1.2	0.1	1.3	1.7	2.4
5)B.A.T./BROWN & WILLIAMSON	0.4	0.5	0.8	1.2	0.6	1.8
OTHERS	0.3	0.7	0.7	0.4	0.1	0.3

BRAND FAMILY SHARES - INTERNATIONAL SEGMENT %

BRAND NAME	MANUFACTURER					
1)MARLBORO	PHILIP MORRIS	24.9	32.3	39.7	40.8	44.1	40.9
2)ROYALE	SEITA	54.4	48.8	44.0	41.6	40.0	40.3
3)CAMEL	R.J. REYNOLDS	3.9	4.1	3.5	4.4	4.6	4.5
4)LARK	PHILIP MORRIS	6.1	5.1	3.2	3.6	3.7	4.1
5)GAULOISES	SEITA	2.6	1.4	2.4	2.3	1.3	1.2
6)MERIT	PHILIP MORRIS	0.5	0.4	0.3	0.5	0.5	1.1
7)BENSON & HEDGES	B.A.T.	0.2	0.1	0.3	0.8	0.5	1.1
8)WINSTON	R.J. REYNOLDS	0.6	3.8	1.9	1.9	1.3	1.1
9)MORE	R.J. REYNOLDS	1.2	1.3	1.2	1.1	1.2	1.0
10)PETER STUYVESANT	ROTHMANS	--	0.4	--	0.5	0.6	0.9

2054136802

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(TUNISIA)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPSPERS		1	1	1	1	1
D) MAGAZINES		1	1	1	1	1
E) COUPONS		2	2	2	2	2
F) POINT OF SALE		1	1	1	1	1
G) BILLBOARDS		3	3	3	3	3
H) CINEMA		3	3	3	3	3
I) SAMPLING		3	3	3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		NO	NO	NO	NO	*YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

*Health warning required on local brands only, no on imports.

2054136803

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: TURKEY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	71.8	68.8	74.5	76.7	76.6	78.9
PER CAPITA CONSUMPTION	1,400	1,320	1,420	1,367	1,318	N.A.
COMPANY SHARES %						
1) TEKEL	85.0	85.7	84.0	79.4	84.4	86.6
2) PHILIP MORRIS	13.3	12.3	13.7	17.7	13.2	11.2
3) R.J. REYNOLDS	0.8	1.1	1.2	1.5	1.1	0.8
4) ROTHMANS	0.2	0.2	0.2	0.4	0.7	0.8
5) RINSOZ & ORMOND	0.4	0.5	0.5	0.5	0.3	0.2
6) B.A.T.	0.3	0.3	0.4	0.5	0.3	0.2
OTHERS	---	---	--	---	0.1	0.2
BRAND FAMILY SHARES %						
BRAND NAME						
1)MALTEPE	54.1	56.2	53.1	46.8	46.7	41.8
2)TEKEL 2000	---	---	2.1	5.8	10.4	18.4
3)SAMSUN	18.3	19.3	19.5	19.4	19.5	17.6
4)MARLBORO	12.3	10.1	10.8	14.6	11.2	9.4
5)BIRINCI	6.5	5.4	5.0	4.1	4.6	5.5
6)PARLIAMENT	1.1	2.2	2.8	3.1	2.1	1.8
7)BAFRA	2.1	2.0	1.5	1.1	1.1	1.4
8)CAMEL	0.5	0.8	1.0	1.3	0.9	0.7
9)YENI YARMAN	---	---	---	---	0.1	0.6
10)BITLIS	1.6	1.3	1.2	0.9	0.7	0.5
MARKET SEGMENTATION %						
FILTER	91.8	93.1	93.6	94.9	94.3	93.4
NON-FILTER	8.2	6.9	6.4	5.1	5.7	6.6

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(TURKEY)

	1987	1988	1989	1990	1991	1992
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	88.6	85.8	86.0	86.7	87.5	88.7
2) R.J. REYNOLDS	5.2	7.5	7.3	7.2	7.0	6.2
3) ROTHMANS	1.2	1.4	1.1	1.0	1.2	1.9
4) B.A.T.	1.8	1.8	2.3	2.3	2.0	1.8
5) RINSOZ & ORMOND	2.9	3.3	3.0	2.2	1.9	1.2
OTHERS	--	0.1	0.4	0.6	0.3	0.3
BRAND FAMILY SHARES OF IMPORTED SEGMENT %						
1) MARLBORO	81.6	70.6	68.2	71.7	73.8	74.7
2) PARLIAMENT	7.0	15.2	17.8	15.0	13.7	14.0
3) CAMEL	3.1	5.8	6.1	6.4	6.1	5.2
4) PETER STUYVESANT	--	--	--	--	0.4	1.1
5) SALEM	0.8	0.7	0.8	0.8	0.9	0.9
6) SAMSUN	2.5	3.2	2.9	2.1	1.4	0.9
7) BARCLAY	--	0.1	0.7	0.8	0.8	0.8
8) HB	0.4	0.5	0.7	0.7	0.6	0.5
9) KENT	0.9	0.8	0.7	0.7	0.5	0.3
10) ROTHMANS	0.8	0.8	0.6	0.6	0.4	0.3

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(TURKEY)

	1987	1988	1989	1990	1991	1992
COMPANY SHARES - INTERNATIONAL SEGMENT %						
1) PHILIP MORRIS	91.4	88.8	88.0	87.5	86.3	84.9
2) ROTHMANS	1.3	1.5	1.8	2.3	4.5	7.2
3) R.J. REYNOLDS	5.4	7.7	7.4	7.3	6.9	5.9
4) B.A.T.	1.9	1.9	2.4	2.3	2.0	1.7
OTHERS	--	0.1	0.4	0.6	0.3	0.3
BRAND FAMILY SHARES - INTERNATIONAL SEGMENT %						
1) MARLBORO	84.2	73.0	69.8	72.4	72.7	71.5
2) PARLIAMENT	7.2	15.7	18.3	15.2	13.5	13.4
3) CAMEL	3.2	6.0	6.3	6.5	6.0	5.0
4) KANSAS	--	--	--	--	0.2	3.4
5) BEST INTERNATIONAL	--	--	0.7	1.3	3.1	2.1
6) PETER STUYVESANT	--	--	--	--	0.4	1.0
7) SALEM	0.8	0.8	0.8	0.8	0.8	0.9
8) BARCLAY	--	0.1	0.8	0.8	0.8	0.8
9) HB	0.5	0.6	0.7	0.7	0.6	0.5
10) KENT	0.9	0.8	0.7	0.7	0.5	0.3

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(TURKEY)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	1	1	1
D) MAGAZINES		1	1	1	1	1
E) COUPONS		*1	*1	1	1	*1
F) POINT OF SALE		1	1	1	1	1
G) BILLBOARDS		1	1	1	1	1
H) CINEMA		1	1	1	1	1
I) SAMPLING		1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

*Contests, promotions but no price discount.

2054136807

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: UNITED ARAB EMIRATES

		1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		2.2	2.3	2.6	2.9	2.8	2.8
PER CAPITA CONSUMPTION		1,560	1,600	1,721	1,710	1,555	N.A.
COMPANY SHARES %							
1)PHILIP MORRIS		19.2	19.3	19.4	22.0	26.1	26.9
2)B.A.T.		34.9	29.5	29.4	29.2	27.4	26.9
3)R.J. REYNOLDS		4.8	14.3	20.0	22.1	20.4	20.3
4)ROTHMANS		30.4	26.7	20.3	16.7	16.2	15.5
5)BROWN & WILLIAMSON		3.9	4.7	4.9	4.1	3.7	3.1
6)GALLAHER		3.0	2.3	1.9	1.7	1.7	1.8
OTHERS		3.8	3.2	4.1	4.2	4.5	5.5
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	18.3	18.3	17.7	18.1	21.2	22.0
2)DORCHESTER	R.J. REYNOLDS	0.3	4.3	8.2	11.4	13.4	14.7
3)WILLS GOLD FLAKE	B.A.T.	---	2.0	9.9	12.6	11.4	11.4
4)ROTHMANS	ROTHMANS	17.8	14.8	11.1	8.9	8.4	7.9
5)DUNHILL	ROTHMANS	9.0	8.3	6.7	5.4	5.6	5.6
6)PLAYERS GOLD LEAF	B.A.T.	12.0	9.3	6.3	5.2	5.4	4.7
7)L&M	PHILIP MORRIS	0.1	0.2	1.0	3.3	4.2	3.9
8)CAPSTAN	B.A.T.	4.4	5.0	4.2	3.9	3.3	3.5
9)BENSON & HEDGES	B.A.T.	5.6	4.4	3.6	3.5	3.3	3.3
10)STATE EXPRESS 555	B.A.T.	6.1	4.7	3.6	3.1	3.2	3.1

2054136808

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(UNITED ARAB EMIRATES - DOMESTIC)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10-12 MG)	85.8	81.9	80.1	79.4	79.2	76.8
LIGHTS (6-10 MG)	12.4	15.9	17.8	18.6	18.8	21.2
SUPERLIGHTS (0-6 MG)	1.8	2.2	2.1	2.0	2.0	2.1
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	69.4	63.6	62.1	61.8	62.0	60.6
AMERICAN	27.8	34.2	36.5	37.8	37.6	39.3
OTHERS	2.8	2.2	1.4	0.4	0.4	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	1	1	1
D) MAGAZINES		1	1	1	1	1
E) COUPONS		1	1	1	1	N.A.
F) POINT OF SALE		1	1	1	1	1
G) BILLBOARDS		3	3	3	3	3
H) CINEMA		3	3	1	1	1
I) SAMPLING		1	1	1	*1	*1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

*For major events, municipality approval is required.

2054136809

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

JAPAN

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

III. JAPAN

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: JAPAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	307.6	306.7	312.8	320.3	326.0	329.0
OF WHICH LOCAL MANUFACTURE:	281.7	271.2	268.4	270.1	272.5	273.1
IMPORTED TOTAL	25.9	35.5	44.4	50.3	53.5	55.9
IMPORT SEGMENT SHARE %	8.4	11.6	14.2	15.7	16.4	17.0
INTERNATIONAL TOTAL	27.4	37.7	46.7	53.6	57.5	60.7
INTERNATIONAL SEGMENT SHARE %	8.9	12.3	14.9	16.7	17.6	18.4
POPULATION TOTAL (MILLIONS)	122.3	122.8	123.3	123.6	124.0	124.4
PER CAPITA CONSUMPTION	2,515	2,498	2,537	2,591	2,629	2,645
SMOKER INCIDENCE						
% OF TOTAL POPULATION	36.7	36.3	36.1	36.7	36.9	36.1
% OF FEMALE POPULATION	13.4	13.1	12.7	14.3	14.2	13.3
% OF MALE POPULATION	61.6	61.2	61.1	60.5	61.2	60.4
COMPANY SHARES						
1)JAPAN TOBACCO	91.1	87.7	85.1	83.3	82.4	81.6
2)PHILIP MORRIS (INCL. MARLBORO)	5.7	7.5	9.1	10.7	11.3	11.7
3)B.A.T.	2.0	2.8	3.2	3.3	3.7	3.9
4)R.J. REYNOLDS	0.8	1.3	1.8	1.9	2.0	2.0
5)ROTHMANS	0.1	0.2	0.3	0.3	0.4	0.4
6)AMERICAN TOBACCO	0.2	0.3	0.4	0.2	0.2	0.2
OTHERS	0.1	0.2	0.1	0.3	0.0	0.1

2054136812

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(JAPAN)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MILD SEVEN	JT	JT	43.2	41.1	40.6	39.5	38.8	38.3
2) CASTER	JT	JT	7.7	8.0	8.6	8.7	9.8	10.8
3) SEVEN STARS	JT	JT	10.6	9.5	9.0	9.6	9.9	9.4
4) CABIN	JT	JT	6.9	6.2	6.7	6.7	6.9	7.0
5) LARK	PMI	PMI	3.1	3.8	4.4	5.1	5.1	5.1
6) HILITE	JT	JT	5.0	5.9	5.0	4.4	3.9	3.6
7) PEACE	JT	JT	3.9	3.6	3.4	3.3	3.1	3.1
8) HOPE	JT	JT	3.4	3.1	3.0	2.8	2.6	2.7
9) KENT	BAT	BAT	1.4	1.6	1.8	2.0	2.2	2.3
10) PARLIAMENT	PMI	PMI	0.7	0.9	1.1	1.4	1.7	1.8
11) PHILIP MORRIS	PMI	PMI	1.3	1.3	1.2	1.3	1.4	1.4
12) MARLBORO	PMI	JT	1.5	0.7	0.7	1.0	1.2	1.4
13) ECHO	JT	JT	2.7	2.4	2.0	1.8	1.5	1.3
TOTAL TOP THIRTEEN			90.4	88.0	87.5	87.6	88.1	88.4
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			96.9	96.6	96.3	96.1	95.8	95.6
FILTER MENTHOL			2.1	2.5	2.9	3.2	3.5	3.8
NON-FILTER			1.0	0.9	0.8	0.7	0.7	0.6
CHARCOAL FILTER			78.2	80.4	81.4	83.1	84.0	84.4
PRICE SEGMENTATION %								
PREMIUM (Y280 & over)			1.4	1.6	1.7	2.0	2.3	2.3
HIGH (Y221-279)			17.1	17.1	19.6	22.3	26.1	30.4
MEDIUM (Y220)			71.5	69.6	68.5	67.2	64.6	60.8
LOW (BELOW 220)			10.1	11.7	10.1	8.6	7.0	0.2
TAR & NICOTINE SEGMENTATION %								
ULTRA LOW (BELOW 6.1)			0.5	1.8	5.0	10.7	14.9	19.0
LOW (6.1-11)			35.1	36.0	35.9	37.0	37.3	36.4
MEDIUM (11.1 - 16)			49.8	49.4	47.3	33.5	36.2	37.0
HIGH/FULL FLAVOR (16.1 & OVER)			14.6	12.8	11.7	18.8	11.6	7.5

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(JAPAN)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN/DOMESTIC	100	100	100	100	100	100
LENGTH SEGMENTATION %						
70 MM AND SHORTER	7.5	6.7	6.0	5.5	5.0	4.7
80 MM to 85 MM	90.4	90.8	90.9	91.1	90.7	90.4
100MM (90/95/100/120)	2.2	2.5	3.0	3.5	4.3	4.9
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK (10'S)	3.8	3.5	3.3	3.1	2.9	2.9
20 CIGTS/PACK (20'S)	95.7	96.1	96.3	96.6	96.8	96.8
OVER 30 CIGTS/PACK (50'S)	0.4	0.4	0.4	0.4	0.3	0.3
PACK TYPE SEGMENTATION %						
SOFT PACK	94.6	94.0	86.3	78.9	72.6	69.0
FLIP TOP BOX	1.4	2.3	10.3	17.9	24.5	28.0
PRINCESS PACK	0.04	0.04	0.1	0.1	0.1	0.4
OTHERS	3.9	3.6	3.4	3.1	2.9	2.9

CIGARETTE ADVERTISING MEDIA AVAILABILITY

1)YES
2)BANNED
3)RESTRICTED

A)TELEVISION	3 (time and GRP limits)
B)RADIO	3 (GRP limits)
C)NEWSPAPERS	1 (maximum at 1/3 Page)
D)MAGAZINES	1 (not for female magazines)
E)COUPONS	2
F)POINT OF SALE	1
G)BILLBOARDS	1
H)CINEMA	1
I)SAMPLING	1

2054136814

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(JAPAN)		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO							
WARNING ON:	A)PACKS	YES	YES	YES	YES	YES	YES
	B)CARTONS	NO	NO	NO	NO	NO	NO
	C)ADVERTISING	NO	NO	NO	YES	YES	YES
SPECIFIC T&N NUMBERS ON:							
	A)PACKS	NO	NO	NO	YES	YES	YES
	B)CARTONS	NO	NO	NO	NO	NO	NO
	C)ADVERTISING	NO	NO	NO	YES	YES	YES
TAR BANDS PRINTED ON:							
	A)PACKS	NO	NO	NO	NO	NO	NO
	B)CARTONS	NO	NO	NO	NO	NO	NO
	C)ADVERTISING	NO	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(JAPAN)	1987	1988	1989	1990	1991	1992
IMPORTED BRANDS SHARE OF IMPORT SEGMENT						
MANUFACTURERS						
PHILIP MORRIS	62.0	58.5	59.0	61.9	61.3	60.6
B.A.T.	23.9	24.4	22.5	21.3	22.6	23.0
R.J. REYNOLDS	9.1	11.6	12.8	12.2	12.0	11.9
OTHER	5.0	5.5	5.6	4.6	4.1	4.4
BRANDS						
LARK	36.9	33.1	31.2	32.3	31.4	29.8
KENT	16.9	14.2	13.0	12.6	13.6	13.8
PARLIAMENT	7.9	7.5	7.9	9.2	10.2	11.1
P.M.	14.9	11.6	8.8	8.2	8.5	8.3
LUCKY STRIKE	5.1	5.2	6.1	6.1	6.5	6.6
SALEM	4.3	4.7	4.9	4.9	5.5	6.1
MERIT	-	-	4.7	5.4	5.3	5.7
VIRGINIA SLIMS	2.1	2.0	2.6	3.3	4.1	4.7
CAMEL	1.4	1.5	2.0	2.0	2.2	2.3
VANTAGE	-	-	2.8	2.8	2.3	1.8
DUNHILL	0.5	0.3	0.3	0.3	0.5	1.1
L&M	-	4.2	3.7	3.3	1.8	0.9
OTHERS	10.5	16.0	12.4	9.7	8.8	8.8

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(JAPAN)	1987	1988	1989	1990	1991	1992
INTERNATIONAL BRANDS SHARE OF INT'L SEGMENT MANUFACTURERS						
PHILIP MORRIS	64.0	61.0	61.0	64.2	64.0	63.7
B.A.T.	22.6	22.9	21.4	20.0	21.0	21.2
R.J. REYNOLDS	8.6	10.9	12.2	11.4	11.2	11.0
OTHER	4.8	5.2	5.4	4.6	3.8	4.1
BRANDS						
LARK	34.9	31.1	29.6	30.3	29.2	27.5
KENT	16.0	13.3	12.3	11.9	12.6	12.7
PARLIAMENT	7.4	7.1	7.5	8.7	9.5	10.3
MARLBORO	5.4	6.0	5.0	6.2	7.0	7.9
P.M.	14.1	10.9	8.4	7.7	7.9	7.6
LUCKY STRIKE	4.9	4.9	5.8	5.7	6.1	6.1
SALEM	4.1	4.4	4.6	4.6	5.1	5.7
MERIT	-	-	4.5	5.0	4.9	5.3
VIRGINIA SLIMS	1.9	1.9	2.4	3.1	3.8	4.3
VANTAGE	-	-	2.6	2.7	2.1	2.1
CAMEL	1.3	1.4	1.9	1.9	2.0	1.6
OTHERS	9.9	19.0	15.3	12.2	9.8	8.9

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

ASIA/
PACIFIC

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

IV. ASIA/PACIFIC

AUSTRALIA

CHINA

FIJI

GUAM

HONG KONG

INDIA

INDONESIA

KOREA

MALAYSIA

PAKISTAN

PHILIPPINES

SINGAPORE

TAIWAN

THAILAND

2054136819

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: AUSTRALIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	33.6	34.5	33.7	34.6	34.2	33.2
OF WHICH LOCAL MANUFACTURE:	33.1	34.0	33.2	34.1	34.1	33.1
OTHERS	0.5	0.5	0.5	0.5	0.1	0.1
POPULATION TOTAL (MILLIONS)	16.0	16.5	16.8	17.0	17.4	17.5
PER CAPITA CONSUMPTION	2,110	2,091	2,007	2,035	1,967	1,894
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	28.9	28.0	27.8	26.9	26.0	25.3
% OF FEMALE POPULATION	27.8	27.1	26.8	26.0	25.5	24.1
% OF MALE POPULATION	30.0	29.0	28.8	27.8	26.6	26.5
COMPANY SHARES % *						
1) PHILIP MORRIS LIMITED	32.4	32.6	33.1	36.7	36.8	35.9
2) ROTHMANS	36.9	35.7	35.6	34.9	36.2	32.1
3) AMATIL (B.A.T.)	29.7	30.8	30.6	27.7	26.6	32.0
4) R.J. REYNOLDS	1.0	0.9	0.7	0.6	0.3	0.0

*SOURCE: Nielsen Retail Index

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

AUSTRALIA

BRAND FAMILY SHARES % * BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1) WINFIELD	ROTHMANS	23.2	22.4	21.7	20.5	18.0	15.8
2) LONGBEACH	P.M.L.	---	---	---	8.9	13.2	15.2
3) PETER JACKSON	P.M.L.	18.3	18.3	18.0	16.1	14.3	13.6
4) HORIZON	B.A.T.	---	---	---	---	6.4	11.2
5) BENSON & HEDGES	B.A.T	11.8	12.6	12.3	11.4	10.3	8.5
6) HOLIDAY	ROTHMANS	---	---	---	---	6.4	7.1
7) STRADBROKE	B.A.T	---	3.2	7.4	7.5	6.6	5.3
8) DUNHILL	ROTHMANS	3.8	3.9	3.9	3.8	3.6	3.4
9) ALPINE	P.M.L.	4.6	4.6	4.4	3.8	3.5	3.3
10) ESCORT	B.A.T.	4.2	3.8	3.2	3.0	2.3	2.7
11) SPECIAL MILD	ROTHMANS	1.5	2.9	4.0	3.9	3.0	1.6
12) MARLBORO	P.M.L.	3.3	2.8	2.4	2.1	1.9	1.6
13) WILLS	B.A.T.	3.4	2.8	2.2	1.8	1.4	1.0
14) RANSOM	ROTHMANS	1.8	1.3	0.8	0.6	0.5	1.0
15) PETER STUYVESANT	ROTHMANS	2.3	1.8	1.6	1.4	1.2	0.9
16) FORTUNE	P.M.L.	---	1.5	2.9	2.2	1.4	0.7
17) SUPERLIGHTS	P.M.L.	2.0	2.4	2.1	1.5	1.0	0.6
18) CRAVEN A	B.A.T.	1.5	1.3	0.9	0.8	0.7	0.6
19) BRANDON	ROTHMANS	---	---	---	1.8	1.3	0.4
20) JOHN PLAYER/PLAYERS	B.A.T.	1.5	1.1	0.9	0.6	0.7	0.4
21) CAMBRIDGE	ROTHMANS	1.8	1.3	1.0	0.8	0.6	0.4
22) COMMODORE	B.A.T.	2.1	1.4	1.0	0.6	0.4	0.2
23) OTHER		12.9	10.6	9.3	6.9	5.0	4.5
MARKET SEGMENTATION %							
FILTER (NON MENTHOL)		85.7	87.5	88.2	88.8	89.6	90.0
FILTER MENTHOL		13.5	11.7	11.5	11.0	10.4	10.0
NON-FILTER		0.8	0.5	0.3	0.2	---	---
PRICE SEGMENTATION %							
HIGH/PREMIUM (20's/25's)		62.8	59.7	55.1	50.4	45.2	40.2
MEDIUM (30's)		34.5	32.5	28.0	24.0	19.8	15.6
LOW (35's/40's,50's)		2.7	7.8	16.9	25.6	35.1	44.2
TOBACCO TYPE SEGMENTATION %							
BLEND: AMERICAN		10.0	9.3	7.2	7.0	5.7	4.3
VIRGINIA		90.0	90.7	92.8	93.0	94.3	95.7

*SOURCE: Nielsen Retail Index

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

AUSTRALIA

	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.2	---	---	0.3	---	---
71 MM TO 79 MM	2.8	4.1	1.8	1.7	1.1	0.7
80 MM TO 85 MM	96.1	95.5	98.1	97.8	98.9	99.3
86 MM TO 94 MM	0.8	0.4	0.1	0.2	---	---
OVER 100 MM	0.1	---	---	---	---	---
PACK COUNT SEGMENTATION %						
15 CIGTS/PACK	1.5	0.9	0.1	0.0	0.0	0.0
20 CIGTS/PACK	13.0	10.9	9.0	7.4	6.2	4.8
25 CIGTS/PACK	48.3	47.9	46.0	43.0	38.9	35.4
30 CIGTS/PACK	34.5	32.5	28.0	24.0	19.8	15.6
35 CIGTS/PACK	2.7	7.7	14.9	14.1	11.6	8.3
40 CIGTS/PACK	---	0.1	2.0	11.0	14.4	17.7
50 CIGTS/PACK	---	---	---	0.5	9.1	18.2
PACK TYPE SEGMENTATION %						
SOFT PACK	1.0	0.6	0.6	0.4	0.6	0.5
FLIP TOP BOX	98.2	99.0	99.0	99.4	99.4	99.5
PRINCESS PACK	0.8	0.4	0.4	0.2	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	2	2	2
D) MAGAZINES	3	3	3	2	2	2
E) COUPONS	3	3	3	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	2	2	2
I) SAMPLING	3	3	3	3	3	3

*SOURCE: Nielsen Retail Index

2054136822

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

AUSTRALIA

	1987	1988	1989	1990	1991	1992
HEALTH WARNIG & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	68.8	62.2	57.3	57.2	55.8	52.8
PIPE TOBACCO (THOUSAND KILOS)	205.0	---	---	---	---	---
ROLL YOUR OWN (THOUSAND KILOS)	1200.0	---	---	---	---	---

2054136823

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: CHINA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1,337.3	1,372.5	1,583.7	1,698.0	1,519.0	1,610.0
OF WHICH LOCAL MANUFACTURE:	1,320.0	1,353.4	1,575.1	1,690.3	1,509.0	1,597.0
IMPORTED FROM 1) HONG KONG	10.4	10.5	4.1	4.1	4.8	6.0
2) U.K. VIA HONG KONG	1.6	1.6	0.9	0.8	1.2	1.9
3) U.S. VIA HONG KONG	4.7	6.1	3.0	2.3	3.6	4.7
4) OTHERS VIA HONG KONG	0.6	1.0	0.6	0.5	0.4	0.4
POPULATION TOTAL (MILLIONS)	1,073.0	1,084.0	1,097.0	1,110.0	1,160.0	1,180.0
PER CAPITA CONSUMPTION	1,246.4	1,266.2	1,443.7	1,529.7	1,309.0	1,377.0
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	34.6	34.7	34.7	34.7	34.7	34.7
% OF FEMALE POPULATION	7.0	7.0	7.1	7.1	7.1	7.1
% OF MALE POPULATION	61.1	61.2	61.3	61.4	61.5	61.5
COMPANY SHARES %						
1) CHINA NATIONAL TOB. CORP.(LOCAL MANUFACTURER)	98.7	98.6	99.5	99.5	99.4	99.2
2) OTHERS	1.3	1.4	0.5	0.5	0.6	0.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
COMPANY SHARES OF IMPORTED & CONTRACT SEGMENT %						
1) NANYANG	20.8	20.2	18.3	41.7	39.5	38.0
2) B.A.T.	35.3	33.3	34.7	25.4	27.4	27.3
3) PHILIP MORRIS	19.2	24.1	29.0	20.3	23.9	26.5
4) R.J. REYNOLDS	2.0	1.7	1.9	4.2	3.2	4.4
5) ROTHMANS	1.2	1.2	0.4	1.7	1.1	1.4
6) H.K.T.C.	19.2	17.5	13.9	4.8	3.3	1.3
7) GALLAHER	0.7	0.4	0.1	0.0	0.0	0.0
OTHERS	1.6	1.8	1.8	1.9	1.6	1.1

2054136824

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(CHINA)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) LOCAL BRANDS		CHINA NAT. TOB. CORP.	98.7	98.6	99.5	99.5	99.4	99.2
IMPORTED BRAND FAMILY SHARES %								
1) DBLE HAPPINESS	NANYANG	NANYANG	20.8	20.2	18.3	41.7	34.5	38.0
2) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	16.9	19.7	22.1	19.7	23.3	26.1
3) STATE EXPRESS	B&W	B&W	7.5	6.9	10.3	10.4	11.9	14.0
4) KENT	B&W	B&W	7.9	9.2	9.1	7.6	7.2	6.2
5) RUBY QUEEN	B.A.T.	B.A.T.	---	---	---	0.6	3.0	4.1
6) HILTON	B.A.T.	B.A.T.	18.3	15.9	14.1	4.4	3.3	1.7
7) WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	1.5	1.3	1.2	0.8	0.7	1.3
8) VICEROY	B&W	B&W	0.7	0.7	0.9	0.6	0.6	0.9
9) GOOD COMPANION	H.K.T.C.	H.K.T.C.	19.2	17.5	13.9	4.8	2.8	0.8
10) AM. CLB.NO. 1	B.A.T.	B.A.T.	0.6	0.5	0.2	1.6	1.1	0.3
11) MONTEREY	PHILIP MORRIS	PHILIP MORRIS	2.1	3.4	6.1	0.1	0.0	0.0
OTHERS			4.5	4.9	3.9	7.7	6.6	6.6
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			34.8	37.6	41.5	42.0	50.0	65.8
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER			65.1	62.3	58.4	57.9	49.9	34.1
PRICE SEGMENTATION %								
PREMIUM			0.4	0.4	0.2	0.2	0.2	0.2
HIGH			0.7	0.7	0.2	0.1	0.1	0.1
MEDIUM			19.3	19.4	19.7	20.0	21.3	24.0
LOW			52.0	52.1	52.4	52.3	51.1	49.7
ECONOMY			27.6	27.4	27.4	27.4	27.3	26.0
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			100	100	100	100	100	100
TOBACCO TYPE SEGMENTATION %								
VIRGINIA			96.3	94.6	93.7	92.8	93.5	90.0

2054136825

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(CHINA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	47.5	47.4	47.3	47.1	45.8	43.5
71 MM TO 79 MM	35.9	35.7	35.6	35.5	35.4	35.4
80 MM TO 85 MM	16.4	16.7	16.9	17.2	18.6	20.9
100MM AND ABOVE	0.2	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	9.0	9.0	8.8	8.5	8.0	7.8
20 CIGTS/PACK	91.0	91.0	91.2	91.5	92.0	92.2
PACK TYPE SEGMENTATION %						
SOFT PACK	93.0	93.0	93.0	93.0	92.8	92.5
FLIP TOP BOX	7.0	7.0	7.0	7.0	7.2	7.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	2	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	YES
C) ADVERTISING	NO	NO	NO	NO	*	*
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Depends on types of media & location

2054136826

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(CHINA)	1987	1988	1989	1990	1991	1992
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	YES
C) ADVERTISING	NO	NO	NO	NO	NO	*
RETAIL PRICE (US$/PACK)						
TOTAL MARKET	0.75	0.94	0.78**	0.78	0.80	0.74
LOCAL BRANDS	0.66	0.81	0.64**	0.64	0.66	0.61
IMPORTED BRANDS	0.84	1.07	0.92**	0.92	0.93	0.86
LEADING LOCAL BRANDS	0.91	1.12	0.88**	0.88	0.90	0.84
LEADING IMPORTED BRANDS	1.10	1.30	1.15**	1.15	1.17	1.09

*Depends on types of media & location.
**Price drop due to RMB devaluation.

2054136827

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: FIJI

			1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)			.500	.560	.500	.530	.500	.500
COMPANY SHARES %								
1) B.A.T.			55.0	56.0	54.0	52.2	53.0	53.0
2) CARRERAS ROTHMANS			44.8	43.8	45.3	47.0	46.2	46.2
3) PHILIP MORRIS			0.2	0.2	0.7	0.8	0.8	0.8
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)B&H K.S.	B.A.T.	B.A.T.	46.0	44.0	41.0	40.0	39.5	39.0
2)ROTHMANS PALL MALL	ROTHMANS	ROTHMANS	30.0	32.0	28.0	30.0	30.0	30.0
3)ROTHMANS K.S.	ROTHMANS	ROTHMANS	11.0	10.0	10.0	10.0	10.0	10.0
4)OTHERS			13.0	14.0	21.0	20.0	20.5	21.0
MARKET SEGMENTATION %								
FILTER MENTHOL			99.0	99.0	99.0	99.0	99.0	99.0
NON-FILTER			1.0	1.0	1.0	1.0	1.0	1.0
PRICE SEGMENTATION %								
POPULAR			60.0	65.0	70.0	70.0	70.0	70.0
PREMIUM			40.0	35.0	30.0	30.0	30.0	30.0
PACK COUNT SEGMENTATION %								
20 CIGTS/PACK			75.0	70.0	70.0	70.0	70.0	70.0
10 CIGTS/PACK			25.0	30.0	30.0	30.0	30.0	30.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY								
NOTATIONS: 1) YES								
2) BANNED								
3) RESTRICTED								
A) TELEVISION			2	2	2	2	2	2
B) RADIO			2	2	2	2	2	2
C) NEWSPAPERS			1	1	1	1	1	1
D) MAGAZINES			1	1	1	1	1	1
E) CINEMA			2	2	2	2	2	2

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: GUAM

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	585.0	689.0	711.0	744.0	780.0	785.0
POPULATION TOTAL (MILLIONS)	0.270	0.280	0.285	0.317	0.325	0.352
BRAND FAMILY SHARES %						
1)BENSON & HEDGES	31.2	33.5	33.4	32.7	33.1	32.5
2)MARLBORO	15.0	16.7	17.4	19.5	21.3	23.6
3)VIRGINIA SLIMS	8.6	8.7	8.5	8.8	8.9	9.2
4)LARK	1.7	2.0	1.9	2.0	1.9	1.7
OTHERS	43.5	39.1	38.8	37.0	35.0	33.0
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	35.0	35.0	35.0	35.0	35.0	36.0
FILTER MENTHOL	65.0	65.0	65.0	65.0	65.0	64.0

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: HONG KONG DOMESTIC

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.22	6.87	7.15	6.99	5.10	4.98
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	3.35	3.01	2.94	3.10	2.09	1.94
IMPORTED FROM 1) UNITED STATES	3.70	3.65	4.01	3.67	2.84	2.87
2) UNITED KINGDOM	0.13	0.14	0.14	0.15	0.12	0.11
3) PEOPLES REPUBLIC OF CHINA	---	0.02	0.03	0.03	0.02	0.02
4) OTHERS	0.04	0.05	0.03	0.04	0.03	0.04
POPULATION TOTAL (MILLIONS)	5.61	5.70	5.75	5.80	5.90	5.90
PER CAPITA CONSUMPTION	1,287	1,205	1,243	1,205	864	844
SMOKER INCIDENCE						
% OF TOTAL POPULATION	16.0	16.8	19.7	18.5	16.5	17.8
% OF FEMALE POPULATION	3.0	2.9	4.7	3.8	4.3	4.3
% OF MALE POPULATION	29.0	30.0	32.4	32.8	28.3	30.9
COMPANY SHARES %						
1) PHILIP MORRIS (PM)	36.0	36.8	37.6	39.0	43.0	45.6
2) B.A.T. (INCL. B&W)	35.5	35.4	34.5	33.1	30.4	27.5
3) R.J. REYNOLDS (RJR)	13.5	14.4	15.7	16.4	17.1	18.5
4) HONG KONG TOBACCO CO. (HKTC)	8.1	6.8	6.1	5.4	4.4	3.2
5) NANYANG BROTHERS (NB)	4.8	4.2	3.9	3.7	2.6	2.6
OTHERS	2.1	2.4	2.2	2.4	2.5	2.6

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(HONG KONG DOMESTIC)

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1987	1988	1989	1990	1991	1992
1) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	35.0	35.6	36.8	38.2	42.3	44.9
2) KENT	B&W	B&W	9.8	11.7	11.8	11.5	10.3	9.9
3) SALEM	R.J. REYNOLDS	R.J. REYNOLDS	2.1	3.4	5.3	6.7	7.8	9.5
4) HILTON	B.A.T.	B.A.T.	6.9	6.7	6.9	7.3	7.8	7.1
5) WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	9.1	8.4	7.7	6.6	6.5	6.3
6) VICEROY	B&W	B&W	9.7	8.5	8.0	7.4	6.9	6.0
7) GOOD COMPANION	H.K.T.C.	H.K.T.C.	6.8	5.9	5.3	4.7	3.9	2.8
8) CAPSTAN	B.A.T.	B.A.T.	3.8	3.5	3.1	2.8	2.3	2.0
9) DOUBLE HAPPINESS	NB	NB	4.5	3.7	3.3	3.2	2.1	2.0
10) MARVELS	B.A.T.	B.A.T.	1.8	1.7	1.5	1.5	1.0	0.9
11) STATE EXP.555	B.A.T.	B.A.T.	1.7	1.7	1.8	1.4	0.8	0.7
OTHERS			8.8	9.2	8.5	8.7	8.3	7.9

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	93.5	91.7	90.3	88.9	87.9	86.0
FILTER MENTHOL	3.7	5.8	7.8	9.4	10.7	12.9
NON-FILTER	2.8	2.5	1.9	1.7	1.4	1.1

PRICE SEGMENTATION %

PREMIUM	51.1	56.1	59.3	63.9	67.3	71.0
HIGH	20.9	19.2	17.9	14.3	13.8	12.6
MEDIUM	3.1	1.4	1.4	1.0	0.6	0.5
LOW	24.9	23.2	21.4	20.9	18.3	15.9

TAR & NICOTINE SEGMENTATION %

LTN	8.0	3.2	11.5	14.8	17.5	20.6
HIGH/FULL FLAVOR	82.2	79.2	75.9	72.9	71.6	68.8
MILD	9.8	17.6	12.6	12.3	10.9	10.6

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	87.2	87.9	88.8	89.6	91.6	92.3
VIRGINIA	12.8	12.1	11.2	10.4	8.4	7.7

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(HONG KONG DOMESTIC)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
71 MM TO 79 MM	2.7	2.5	1.9	1.7	1.4	1.1
80 MM to 85 MM	88.0	88.3	89.6	90.1	89.8	90.6
86 MM TO 94 MM	0.3	0.3	0.2	0.2	0.3	0.4
100MM	8.6	8.5	7.9	7.6	8.2	7.5
OVER 100 MM	0.4	0.4	0.4	0.4	0.4	0.4
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	0.4	0.3	0.2	0.2	1.2	1.5
20 CIGTS/PACK	99.5	99.6	99.8	99.8	98.8	98.5
25 CIGTS/PACK	0.1	0.1	---	---	---	---
PACK TYPE SEGMENTATION %						
SOFT PACK	92.1	87.9	80.8	74.0	65.1	55.8
FLIP TOP BOX	7.1	11.4	18.7	25.5	34.4	43.7
SLIDE AND SHELL	0.4	0.4	0.2	0.3	0.3	0.3
PRINCESS PACK	0.4	0.3	0.2	0.2	0.2	0.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION*	1	1	1	2	2	2
B) RADIO	1	1	1	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	2
I) SAMPLING	1	1	1	1	1	1

*No cigarette advertising between 4:30pm - 6:30pm.

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(HONG KONG DOMESTIC)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (THOUSAND KILOS)	19.6	N.A.	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	93.1	N.A.	N.A.	N.A.	N.A.	N.A.

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: INDIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	75,756	81,048	84,300	84,400	83,630	78,400
LOCAL MANUFACTURE:	75,756	81,048	84,300	84,400	83,630	78,400
IMPORTED:	NIL	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	775	797	815	827	844	860
PER CAPITA CONSUMPTION	98	102	103	102	99	91
SMOKER INCIDENCE						
% OF TOTAL POPULATION	2.5	2.5	2.6	2.5	2.5	2.5
% OF MALE POPULATION	4.8	4.9	5.0	5.0	5.0	5.0
COMPANY SHARES %						
1) INDIA TOBACCO CO.	51.9	52.6	50.7	52.2	53.6	55.6
2) GODFREY PHILLIPS	12.7	15.3	16.2	17.4	18.5	17.5
3) VAZIR SULTAN TOBACCO CO.	16.1	14.5	16.6	17.3	17.3	17.4
4) GOLDEN TOBACCO CO.	16.0	14.2	13.7	11.2	9.9	9.2
5) NATIONAL TOBACCO	2.7	3.0	2.6	1.7	0.5	0.1
6) OTHERS	0.6	0.4	0.1	0.2	0.2	0.2

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(INDIA)

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)SCISSORS PL.	I.T.C.	I.T.C.	17.8	18.3	18.3	16.7	15.7	15.1
2)WILLS FILTER	I.T.C.	I.T.C.	6.3	10.1	11.7	11.4	10.8	11.9
3)BRISTOL FILTER	I.T.C.	I.T.C.	3.1	2.9	2.8	4.6	8.0	9.2
4)CHARMINAR PL.	V.S.T.	V.S.T.	8.8	8.5	9.6	9.2	8.6	7.5
5)CHARMS MINI KG	V.S.T.	V.S.T.	4.8	3.6	4.1	5.1	5.4	6.3
6)PANAMA PL	G.T.C.	G.T.C.	8.0	9.0	9.0	6.8	6.6	5.7
7)FOUR SQ. PREMIER	G.P.I	G.P.I	1.3	2.9	3.4	4.2	5.5	5.1
8)GOLD FLK PL.	I.T.C.	I.T.C.	1.8	2.5	1.3	2.5	4.1	3.5
9)GOLD FLAKE FT	I.T.C.	I.T.C.	6.8	5.8	3.5	3.0	2.9	3.4
10)GOLD FLAKE KING	I.T.C.	I.T.C.	1.1	2.3	2.5	2.9	3.0	3.2
11)CAV GOLD LEAF	G.P.I.	G.P.I.	3.2	3.9	4.2	3.8	3.3	2.7
12)BERKELEY FT	I.T.C.	I.T.C.	3.9	2.7	2.0	2.5	2.2	1.8
13)CAPSTAN PL.	I.T.C.	I.T.C.	1.6	2.1	2.2	1.8	1.1	1.1
14)FLAIR FT.	G.T.C.	G.C.T.	2.3	2.4	1.4	0.8	0.8	1.1
15)FOUR SQUARE KS	G.P.I.	G.P.I.	1.4	1.8	1.9	1.5	1.3	1.0
16)REGENT SPL. FT.	N.T.C.	N.T.C.	1.5	2.5	2.2	1.3	0.4	0.1
OTHERS			26.3	18.7	19.9	21.9	20.3	21.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			50.5	49.3	47.8	51.2	55.4	60.4
FILTER MENTHOL			---	0.1	0.2	0.2	0.2	0.2
NON-FILTER			49.5	50.6	52.0	48.6	44.4	39.4
PRICE SEGMENTATION % *								
PREMIUM(ABOVE RS 10.00 for 10's)			6.7	6.7	6.7	6.3	5.6	5.0
MEDIUM HIGH (RS 9.00 - RS.10.00)			13.2	10.1	11.8	11.4	10.8	11.9
MEDIUM (RS 5.25 - RS 7.00)			28.8	17.8	15.0	19.4	27.2	27.9
LOW (BELOW RS 3.75)			51.3	65.4	66.5	62.9	56.4	55.2
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			100	100	100	100	100	100

*The revised segmentation is based on 1992 avg. prices.

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(INDIA)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLEND: VIRGINIA (LOCAL TYPE)	100	100	100	100	100	100
LENGTH SEGMENTATION %						
70 MM AND SHORTER	77.7	77.4	78.2	79.3	80.8	79.6
71 MM TO 79 MM	13.2	16.0	15.2	14.4	13.6	15.4
80 MM to 85 MM	9.1	6.6	6.6	6.3	5.6	5.0
86 MM TO 94 MM	<0.1	-	-	-	-	-
100MM	<0.1	-	-	-	-	-
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	89.7	88.8	89.9	90.0	92.0	93.5
20 CIGTS/PACK	10.3	11.2	10.1	10.0	8.0	6.5
PACK TYPE SEGMENTATION %						
SOFT PACK	9.5	10.5	8.8	8.5	7.1	5.2
FLIP TOP BOX	0.8	0.7	1.3	1.5	1.4	2.0
SLIDE AND SHELL	89.7	88.8	89.9	90.0	91.5	93.8

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(INDIA)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	N.A.	10,000	10,600	N.A.	N.A.	N.A.
CHEWING TOBACCO (THOUSAND KILOS)	60,000	75,000	78,000	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)	4,500	6,600	7,000	N.A.	N.A.	N.A.
BIDI (BILLIONS)	760	810	850	890	935	1,000
OTHERS (THOUSAND KILOS)	N.A.	57,500	60,850	N.A.	N.A.	N.A.

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: INDONESIA TOTAL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	120,200	134,800	147,171	155,626	150,774	152,700
POPULATION TOTAL (MILLIONS)	169.00	175.59	179.14	182.80	184.70	155.80
PER CAPITA CONSUMPTION	711	768	832	841	816	819
COMPANY SHARES %						
1) GUDANG GARAM (KRETEK)	30.7	29.3	27.1	35.2	38.9	39.0
2) OTHER KRETEK MANUFACTURERS	21.9	25.8	23.9	18.0	21.0	28.4
3) DJARUM (KRETEK)	22.1	24.3	27.1	13.0	19.0	14.3
4) BENTOEL (KRETEK)	9.6	7.3	11.0	10.4	8.2	6.3
5) B.A.T. (WHITE CIGTS)	4.7	4.2	3.0	2.4	3.9	3.9
6) S.T.T.C. (WHITE CIGTS)	4.1	3.8	4.0	3.0	2.9	3.1
7) OTHER WHITE CIGT. MANUFACTURERS	6.1	4.4	3.1	3.1	4.2	2.4
8) ROTHMANS (WHITE CIGTS)	0.8	0.9	0.8	1.2	1.9	1.3
9) PHILIP MORRIS (WHITE CIGTS)	0.2	0.3	0.4	0.7	1.2	1.3
BRAND FAMILY SHARES %						
BRAND NAME						
1) GUDANG GARAM (RED FILTER)	9.8	5.9	6.1	12.2	15.7	17.8
2) GUDANG GARAM SURYA F 16	2.0	5.8	5.5	7.5	8.0	10.6
3) BENTOEL INTL BLUE F12	4.2	3.6	5.3	4.0	4.9	6.5
4) DJARUM SUPER F 12	12.1	14.7	15.7	12.2	8.9	5.1
5) DJARUM COKLAT	-	0.2	1.0	1.1	2.6	4.8
6) CRYSTAL 12	-	-	-	-	-	4.5
7) GUDANG GARAM SURYA F 12	4.0	3.6	4.2	4.7	4.6	4.1
8) GUDANG GARAM KS RED NF 12	2.1	2.3	2.4	2.7	0.9	3.7
9) CRYSTAL 16	-	-	-	-	-	3.7
10) DJARUM F SUPER 16	4.4	4.3	4.4	4.3	3.6	2.4
11) DJARUM SOE	4.7	1.9	1.2	0.7	0.3	2.4
12) COMMODORE LS	2.6	1.3	1.3	1.3	1.4	1.7
13) DJARUM 76 12	-	0.2	0.7	0.5	1.1	1.2
14) ARDATH SP KS FT	0.0	0.3	0.7	0.8	1.5	1.2
15) MARLBORO RED BOX	0.2	0.3	0.5	0.7	1.1	1.0
16) UNION FL	1.1	0.7	0.7	0.8	0.7	0.8
17) KANSAS PLAIN	0.7	0.6	0.5	0.4	0.5	0.5
18) GUDANG GARAM RED NF 10	5.0	4.6	4.2	4.6	1.5	-

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: INDONESIA
WHITE CIGARETTE MARKET

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	19,000	17,900	16,000	16,551	19,554	18,348
COMPANY SHARES (SHARE OF MARKET %)						
1) B.A.T.	4.7	4.2	3.0	2.48	3.9	3.9
2) S.T.T.C	4.1	3.8	4.0	3.5	2.8	3.1
3) ROTHMANS	0.8	0.9	0.8	1.2	1.9	1.3
OTHERS	6.1	4.4	3.1	3.1	4.3	3.6
BRAND FAMILY SHARES %						
BRAND NAME						
1)COMMODORE LS	2.6	1.3	1.3	1.3	1.4	1.7
2)ARDATH SP KS	0.8	1.0	0.7	0.9	1.4	1.2
3)KANSAS	0.7	0.6	0.5	0.9	1.5	1.0
4)HERO	1.0	0.6	0.6	0.4	0.6	0.7
5)PANAMA FL	0.6	0.5	0.4	0.4	0.3	0.3
6)UNION FL	1.1	0.7	0.6	0.6	0.4	0.0
OTHERS	8.8	8.6	6.7	6.8	7.3	6.3
COMPANY SHARES (SHARE OF SEGMENT %)						
1) S.T.T.C.	26.1	28.6	37.0	32.7	22.3	26.0
2) B.A.T.	29.9	31.6	27.3	27.3	30.4	32.7
3) ROTHMANS	5.1	6.8	7.2	11.5	14.7	11.0
4) PHILIP MORRIS	1.5	2.1	3.8	6.7	9.5	10.0
OTHERS	37.4	31.0	24.8	21.8	23.1	20.3
BRAND FAMILY SHARES (SHARE OF SEGMENT %)						
BRAND NAME						
1)COMMODORE LS	16.6	9.8	11.9	11.9	10.6	14.6
2)UNION FL	7.0	5.3	5.7	5.5	*11.3	13.2
3)ARDATH SP KS	5.1	7.5	6.6	8.4	*11.0	10.0
4)MARLBORO	1.5	2.1	3.8	6.7	9.5	8.5
5)HERO	6.4	4.5	5.2	3.7	5.9	5.9
6)PANAMA FL	3.8	3.8	3.9	3.7	2.1	2.5
7)KANSAS	4.5	4.5	4.6	3.6	*11.9	0.5
OTHERS	55.2	62.6	58.4	51.3	38.5	36.7

*Brand Family

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(INDONESIA - WHITE CIGARETTE MARKET)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	1.0	1.0	1.0	1.3	1.7	3.6
VIRGINIA	99.0	99.0	99.0	98.7	98.3	96.5
MODIFIED VIRGINIA	N/A	N/A	N/A	N/A	N/A	N/A
LENGTH SEGMENTATION %						
70 MM AND SHORTER	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
71 MM TO 79 MM	N.A.	N.A.	N.A.	N.A.	29.2	13.9
80 MM to 85 MM	N.A.	N.A.	N.A.	N.A.	49.8	81.1
100 MM	N.A.	N.A.	N.A.	N.A.	21.0	5.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	*1	*1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Except Kompass Indonesia's National Day.

2054136840

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(INDONESIA - WHITE CIGARETTE MARKET)	1987	1988	1989	1990	1991	1992
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS KRETEK (MILLIONS)	101,200	116,900	131,171	137,209	131,220	131,466

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: KOREA*

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	82.1	87.3	91.7	95.9	98.9	101.9
OF WHICH LOCAL MANUFACTURE (DOMESTIC)	82.0	86.0	88.0	91.7	93.8	96.4
POPULATION TOTAL (MILLIONS)	41.6	42.0	42.4	42.8	43.2	43.7
PER CAPITA CONSUMPTION	1,974	2,079	2,163	2,241	2,289	2,331
SMOKER INCIDENCE						
% OF TOTAL POPULATION	24.0	25.0	23.3	35.0	33.0	33.0
% OF FEMALE POPULATION	6.6	7.0	4.6	4.0	3.0	3.0
% OF MALE POPULATION	41.3	43.0	43.8	64.0	63.0	61.0
COMPANY SHARES %						
1) KOREAN TOBACCO & GINSENG	99.8	98.5	95.9	95.6	94.9	94.6
2) PHILIP MORRIS	N.A.	N.A.	1.1	1.5	2.0	2.3
3) JAPAN TOBACCO	N.A.	N.A.	0.1	0.4	0.8	1.2
4) R.J. REYNOLDS	N.A.	N.A.	1.3	1.2	1.1	1.1
5) B.A.T.	N.A.	N.A.	0.9	0.7	0.7	0.5
OTHERS	0.2	1.5	0.7	0.6	0.5	0.3
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	31.2	37.2	27.6	33.3	37.9	43.1
2) JAPAN TOBACCO	----	----	2.0	8.7	15.9	22.3
3) R.J. REYNOLDS	27.9	25.4	32.0	27.8	22.2	19.5
4) B.A.T.	31.5	36.5	22.6	13.9	11.4	9.3
OTHERS	9.4	0.9	15.8	16.8	12.6	5.8

*Does not include Duty Free Imports

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(KOREA)		1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP						
1) 88 (EIGHTY-EIGHT)	KOREAN TOBACCO & GINSENG	---	66.6	58.1	62.5	63.3	59.5
2) HALLA	KOREAN TOBACCO & GINSENG	---	---	6.3	10.1	13.2	15.9
3) EXPO	KOREAN TOBACCO & GINSENG	---	---	---	---	1.5	4.6
4) MILD SEVEN	JAPAN TOBACCO	---	---	0.1	0.3	0.2	1.2
5) Y.S.L.	R.J. REYNOLDS	---	0.2	0.9	0.9	0.5	1.1
6) VIRGINIA SLIMS	PHILIP MORRIS	---	---	0.5	0.6	0.9	1.1
7) MARLBORO	PHILIP MORRIS	---	0.3	0.4	0.6	1.0	0.4
8) VANTAGE	R.J. REYNOLDS	---	---	---	---	0.3	0.4
9) OTHERS		---	32.9	33.8	25.0	18.5	15.8
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		97.7	99.2	99.3	99.2	99.0	98.9
FILTER MENTHOL		1.8	0.8	0.7	0.8	1.0	1.1
PRICE SEGMENTATION %							
PREMIUM (W1,000 AND ABOVE)		0.1	0.3	2.7	2.8	2.5	2.4
HIGH (W800-W900)		---	1.2	1.7	1.7	2.6	3.9
MEDIUM (W700)		---	---	7.2	23.2	32.5	37.2
REGULAR (W600)		37.3	62.8	70.1	61.6	50.5	48.1
LOW (BELOW W600)		62.6	35.7	18.3	10.7	11.9	8.4
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW (BELOW 6 MG)		---	---	7.1	11.5	15.7	20.6
LOW ((6-10 MG)		10.0	70.6	62.7	70.0	72.9	71.1
MEDIUM (11-15 MG)		69.0	23.2	29.4	17.7	10.5	7.9
HIGH/FULL FLAVOR (16+ MG)		21.0	6.2	0.8	0.8	0.9	0.4
TOBACCO TYPE SEGMENTATION %							
BLOND: PSUEDO AMERICAN		100.0	99.7	99.7	99.8	99.9	99.9

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(KOREA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
85 MM	---	99.2	89.4	75.3	59.2	53.1
95 - 120 MM	---	0.8	10.6	24.7	40.8	46.9
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	100	100	100	100	100
PACK TYPE SEGMENTATION %						
SOFT PACK	97.9	99.7	97.4	95.6	94.6	93.8
FLIP TOP BOX	2.1	0.3	2.6	4.4	5.4	6.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	--	--	--	2	2	2
B) RADIO	--	--	--	2	2	2
C) NEWSPAPERS	--	--	--	2	*3	*3
D) MAGAZINES	--	--	--	3	3	**3
E) COUPONS	--	--	--	3	*2	2
F) POINT OF SALE	--	--	--	1	*1	***3
G) BILLBOARDS	--	--	--	2	*2	2
H) CINEMA	--	--	--	2	*2	2
I) SAMPLING	--	--	--	3	*3	***3

*Event sponsorship only advertisements allowed.
**120 Magazine insertions per brand family per year.
***At point of purchase only.

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(KOREA)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR(MILLIONS)	0.4	N.A.	N.A.	N.A.	N.A.	N.A.

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: MALAYSIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	16.63	17.48	17.81	18.54	17.78	17.25
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	100%
POPULATION TOTAL (MILLIONS)	16.5	16.9	17.4	17.9	18.2	18.6
PER CAPITA CONSUMPTION	1,007.9	1,034.3	1,023.6	1,035.7	976.9	927.4
SMOKER INCIDENCE						
% OF TOTAL POPULATION	15.7	14.2	14.2	15.8	N.A.	N.A.
% OF FEMALE POPULATION	1.0	1.8	0.7	0.6	N.A.	N.A.
% OF MALE POPULATION	27.4	27.8	27.8	31.5	N.A.	N.A.
COMPANY SHARES %						
1)ROTHMANS	42.3	45.2	49.4	52.7	54.7	53.6
2)MALAYSIAN TOBACCO COMPANY (MTC)	43.7	33.8	30.2	28.1	26.7	26.4
3)R.J. REYNOLDS	9.6	17.1	16.9	15.7	15.4	14.8
4)PHILIP MORRIS	4.0	3.4	3.4	3.5	3.2	5.1
OTHERS	0.4	0.5	0.1	---	---	0.1

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(MALAYSIA)

			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)DUNHILL	ROTHMANS	R.P.M.	23.9	22.0	25.2	29.4	32.9	33.8
2)BENSON & HEDGES	B.A.T.	M.T.C.	22.4	14.8	12.9	12.2	11.4	10.9
3)SALEM	R.J. REYNOLDS	R.J. REYNOLDS	4.2	4.6	5.4	7.3	8.2	9.4
4)P. STUYVESANT	ROTHMANS	R.P.M.	3.3	3.2	4.0	4.6	5.1	5.7
5)MARLBORO	P. MORRIS	P. MORRIS	4.0	3.4	3.4	3.5	3.2	5.1
6)VIRGINIA GOLD	ROTHMANS	R.P.M.	5.9	6.0	4.3	4.3	3.8	3.3
7)LUCKY STRIKE	B.A.T.	M.T.C.	2.1	1.8	3.4	3.5	3.2	2.8
8)KENT	B.A.T.	M.T.C.	2.3	2.7	2.2	2.3	2.6	2.7
9)GOLD FLAKE	B.A.T.	M.T.C.	4.0	5.6	4.0	3.5	2.8	2.2
10)STATE EXPRESS 555	B.A.T.	M.T.C.	1.7	1.1	1.2	1.4	1.8	2.1
11)WHITE HORSE(YELLOW)	ROTHMANS	R.P.M.	5.6	4.4	3.3	2.3	1.5	1.1
12)PLAYERS GOLD LEAF	B.A.T.	M.T.C.	6.9	3.8	2.1	1.7	1.4	1.1
13)ROTHMANS	ROTHMANS	R.P.M.	1.9	1.2	1.1	1.0	1.0	1.0
14)WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	1.3	0.9	0.6	0.5	0.5	0.5
15)DORAL	R.J. REYNOLDS	R.J. REYNOLDS	1.6	1.5	0.4	0.2	0.1	---
16)EMBASSY 88	B.A.T.	M.T.C.	1.7	0.4	---	---	---	---
OTHERS			7.2	22.6	26.5	22.3	20.5	18.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			89.8	87.0	85.6	84.7	84.5	83.4
FILTER MENTHOL			7.3	10.5	11.9	12.8	13.0	14.2
NON-FILTER			2.9	2.5	2.5	2.5	2.5	2.4
PRICE SEGMENTATION %								
PREMIUM (M$2.50 & ABOVE)			15.2	14.5	14.5	16.7	17.0	*16.6
HIGH (M$2.30-M$2.40)			52.1	41.7	43.4	46.1	50.0	*58.5
MEDIUM (M$1.60-M$2.20)			4.0	1.2	3.1	3.5	3.7	---
LOW (UNDER M$1.50)			28.7	42.6	39.0	32.7	30.0	*24.9
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			16.4	23.3	25.6	35.7	40.0	40.1
VIRGINIA			83.6	76.7	74.4	64.3	60.0	59.9

*New Pricing for 1992
(M$2.80+)
(M$2.30 - M$2.70)
(M$2.20 - BELOW)

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(MALAYSIA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
66 MM TO 72 MM	2.5	2.2	2.2	2.2	2.1	2.0
74 MM TO 80 MM	---	---	---	---	---	---
82 MM to 88 MM	91.7	88.1	85.4	86.8	88.5	89.5
90 MM AND OVER	5.8	9.7	12.4	11.0	9.4	8.5
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	6.2	5.1	5.1	4.5	2.6	3.9
11 TO 15 CIGTS/PACK	11.6	8.5	8.2	8.9	9.0	8.7
20 CIGTS/PACK	82.2	86.4	86.1	86.0	86.4	83.9
50 CIGTS/PACK	---	---	0.6	0.6	2.0	3.5
PACK TYPE SEGMENTATION %						
SOFT PACK	21.6	28.3	29.4	28.6	29.2	28.6
FLIP TOP BOX	78.2	71.6	70.5	71.4	70.8	71.3
SLIDE AND SHELL	0.2	0.1	0.1	---	---	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	-	-	-	-	-	-
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(MALAYSIA)		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

2054136849

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: PAKISTAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	37,061	33,606	31,503	31,794	30,246	30,643
OF WHICH LOCAL MANUFACTURE: 100%						
POPULATION TOTAL (MILLIONS)	102.24	105.30	108.56	111.81	115.16	118.60
PER CAPITA CONSUMPTION	362	319	291	284	263	258
COMPANY SHARES %						
1) PAKISTAN TOBACCO CO. (B.A.T.)	48.5	53.5	56.3	56.2	57.3	51.9
2) LAKSON TOBACCO CO.(ROTHMANS)*	25.1	25.5	25.0	24.3	22.0	20.7
3) PREMIER TOBACCO INDUSTRIES,LTD.(P.M.I.)	16.2	13.3	13.7	13.6	13.2	16.3
4) SOUVENIR TOBACCO CO.	5.7	2.2	2.6	2.6	2.3	2.5
5) KHYBER TOBACCO CO.	3.3	3.9	0.2	0.1	0.2	0.7
OTHERS	1.2	1.6	2.2	3.2	4.8	7.9

* Lakson Tobacco includes Mogul shares.

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(PAKISTAN)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) EMBASSY FT.	B.A.T.	P.T.C.	23.6	28.9	29.4	26.5	24.7	21.7
2) GOLD FLAKE	B.A.T.	P.T.C.	5.3	7.0	9.1	10.6	13.2	13.8
3) R&W KSF HL	G.P.I.	P.T.I.	2.5	2.6	3.4	4.1	5.9	7.9
4) MORVEN GOLD	L.T.C.	L.T.C.	4.6	4.4	5.5	6.5	6.8	7.6
5) GOLD LEAF HL	B.A.T.	P.T.C.	5.4	6.2	7.2	6.7	7.1	7.3
6) ROYALS FILTER	L.T.C.	L.T.C.	7.0	7.9	5.4	6.6	6.0	5.5
7) WILLS KINGS	B.A.T.	P.T.C.	2.2	2.3	2.7	3.3	4.3	4.5
8) MARK - 7 FT	L.T.C.	L.T.C.	1.4	4.7	5.2	4.1	3.3	2.8
9) WILLS FT SS20s	B.A.T.	P.T.C.	3.9	3.1	2.9	2.8	2.6	2.6
10) CAPSTAN NC	B.A.T.	P.T.C.	2.9	2.6	2.7	2.6	2.4	2.4
11) K-2 KSF	P.T.I.	P.T.I.	2.9	2.0	2.0	2.1	1.9	1.8
12) WINNER FT	P.T.I.	P.T.I.	---	0.6	1.8	1.7	1.7	1.8
13) R&W CANDY	G.P.I.	P.T.I.	---	---	1.7	1.7	1.5	1.7
14) LORD	L.T.C.	L.T.C.	0.7	0.8	1.5	1.8	1.8	1.7
15) PRINCETON SC	L.T.C.	L.T.C.	2.2	1.8	1.8	1.6	1.5	1.5
16) PLAYERS NO.6	B.A.T.	P.T.C.	1.3	1.2	1.3	1.3	1.4	1.3
17) MELBURN	S.T.C.	S.T.C.	1.8	1.7	1.5	1.4	1.2	1.2
18) ROYALS PLAIN	L.T.C.	L.T.C.	2.8	2.2	1.3	0.9	0.6	0.6
19) K-2 SPECIAL	P.T.I.	P.T.I.	2.7	1.9	1.2	0.9	0.5	0.5
20) K-2 PLAIN	P.T.I.	P.T.I.	3.6	3.2	2.7	2.2	0.9	---
OTHERS			23.2	14.9	9.7	10.5	10.7	12.1
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			83.8	88.9	83.0	94.8	97.1	98.1
NON-FILTER			16.2	11.1	7.0	5.2	2.9	1.9
TOBACCO TYPE SEGMENTATION %								
BLEND: VIRGINIA			100	100	100	100	100	100

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(PAKISTAN)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
KING SIZE PLUS (83 MM AND MORE)	30.5	30.2	35.5	37.2	44.9	49.1
LONG SIZE (78 - 80 MM)	21.9	24.5	25.1	25.3	23.2	22.8
REGULAR SIZE (68 - 72 MM)	47.6	45.3	39.4	37.5	31.9	28.1
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	43.6	43.8	59.3	40.0	32.1	34.0
20 CIGTS/PACK	56.4	56.2	40.7	60.0	67.9	66.0
PACK TYPE SEGMENTATION %						
SOFT PACK	26.3	26.0	26.0	29.3	29.0	29.0
FLIP TOP BOX	30.1	30.2	33.3	33.4	37.5	41.3
SLIDE AND SHELL	43.6	43.8	40.7	37.3	33.5	29.8
PRINCESS PACK	<0.1	<0.1	<0.1	<0.1	<0.1	
PRICE SEGMENTATION %						
CAT A (PREMIUM)	5.5	6.3	7.3	6.8	7.1	7.4
CAT B (HIGH)	3.0	2.7	3.0	3.0	2.8	2.7
CAT C (MEDIUM HIGH)	17.0	18.6	28.0	32.2	37.1	43.7
CAT D (MEDIUM)	12.8	9.3	6.1	6.1	5.4	32.3
CAT E (LOW)	43.9	47.5	43.5	40.0	35.5	13.9
CAT F (ECONOMY)	17.8	15.6	12.1	11.8	12.1	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(PAKISTAN)		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: PHILIPPINES

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	62,317	66,096	67,647	67,991	65,669	63,324
POPULATION TOTAL (MILLIONS)	57.4	58.7	60.1	61.5	62.9	64.3
PER CAPITA CONSUMPTION	1,086	1,126	1,126	1,106	1,044	1,063
SMOKER INCIDENCE						
% OF TOTAL POPULATION	13.8	15.2	15.2	16.3	16.7	N/A
% OF FEMALE POPULATION	3.7	4.0	4.7	5.1	5.0	N/A
% OF MALE POPULATION	24.0	26.3	28.0	28.1	28.6	N/A
COMPANY SHARES %						
1) FORTUNE TOBACCO	55.0	56.2	57.2	57.9	55.5	57.2
2) LA SUERTE/PMI	22.4	22.7	21.3	18.3	17.4	19.3
3) R.J. REYNOLDS	4.2	4.4	5.4	8.0	9.6	11.2
4) STERLING	3.2	2.7	2.9	2.9	5.5	3.7
OTHERS	15.2	14.0	13.2	12.9	12.0	8.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) CHAMPION	FORTUNE	FORTUNE	16.9	19.4	21.8	19.0	16.6	19.4
2) HOPE	FORTUNE	FORTUNE	12.1	13.1	14.8	17.8	20.2	18.0
3) MARLBORO	PHILIP MORRIS	LA SUERTE	12.2	13.0	12.0	9.9	9.8	10.9
4) WINSTON	R.J. REYNOLDS	FORTUNE	3.6	3.6	4.6	7.1	8.6	9.7
5) PM	PHILIP MORRIS	LA SUERTE	10.2	9.7	9.3	8.4	7.5	8.3
6) MORE	FORTUNE	FORTUNE	3.2	2.7	3.5	4.2	4.3	5.8
7) LIBERTY	FORTUNE	FORTUNE	NIL	0.4	1.1	1.9	2.6	3.1
8) EVERGREEN	FORTUNE	FORTUNE	10.7	7.7	5.0	4.8	2.9	2.5
9) STORK	STERLING	STERLING	0.1	0.5	1.0	1.1	3.4	2.4
10) MARK	FORTUNE	FORTUNE	2.1	2.2	2.4	1.9	2.5	2.3

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(PHILIPPINES)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	20.8	20.8	21.6	23.8	26.0	29.0
FILTER MENTHOL	66.4	68.0	68.5	67.2	66.6	65.0
NON-FILTER	0.1	0.1	---	---	---	---
NATIVE	12.7	11.1	9.9	9.0	7.4	6.0
PRICE SEGMENTATION %						
PREMIUM	10.1	9.6	9.2	8.4	7.5	8.4
HIGH	25.6	27.5	29.4	33.0	36.1	35.8
MEDIUM	13.3	12.3	13.4	12.8	14.5	17.4
LOW	51.0	50.5	48.0	45.8	41.9	38.4
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	99.1	99.3	99.3	99.3	99.3	99.4
LOW TAR 14 MG LIGHTS	0.9	0.7	0.7	0.7	0.7	0.6
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	87.3	88.9	90.1	91.0	92.6	94.0
OTHER	12.7	11.1	9.9	9.0	7.4	6.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.4	0.2	0.2	0.1	NIL	NIL
80 MM TO 85 MM	35.8	38.6	41.7	41.2	42.8	47.7
100 MM TO 120 MM	51.1	50.1	48.2	49.7	49.8	46.3
NATIVE	12.7	11.1	9.9	9.0	7.4	6.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	87.3	88.9	90.1	91.0	92.6	94.0
NATIVE 10/20/30's SPLIT N.A.	12.7	11.1	9.9	9.0	7.4	6.0

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(PHILIPPINES)	1987	1988	1989	1990	1991	1992
PACK TYPE SEGMENTATION %						
SOFT PACK	99.7	99.8	99.8	99.9	99.9	100.0
FLIP TOP BOX	0.3	0.2	0.2	0.1	0.1	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	YES	YES	YES	YES	YES	YES
B) RADIO	YES	YES	YES	YES	YES	YES
C) NEWSPAPERS	YES	YES	YES	YES	YES	YES
D) MAGAZINES	YES	YES	YES	YES	YES	YES
E) COUPONS	YES	YES	YES	YES	YES	YES
F) POINT OF SALE	YES	YES	YES	YES	YES	YES
G) BILLBOARDS	YES	YES	YES	YES	YES	YES
H) CINEMA	YES	YES	YES	YES	YES	YES
I) SAMPLING	YES	YES	YES	YES	YES	YES
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: SINGAPORE

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.7	3.7	3.5	3.5	3.6	3.7
PER CAPITA CONSUMPTION	1,407	1,407	1,313	1,311	1,335	1,316
FILTER SHARE %	92.1	92.9	93.7	94.3	95.1	95.4
COMPANY SHARES %						
1) ROTHMANS OF PALL MALL	32.1	29.4	28.1	27.8	26.3	25.5
2) PHILIP MORRIS	23.2	23.5	23.0	24.0	25.3	27.5
3) THONG HUAT (RJR)	23.0	23.3	24.2	24.7	24.8	24.6
4) SINGAPORE TOBACCO CO. (B.A.T.)	20.9	23.1	24.1	23.0	23.1	21.8
OTHERS	0.8	0.7	0.6	0.6	0.6	0.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)MARLBORO	P.M.I.	P.M.I.	21.4	20.9	20.7	21.6	22.9	25.0
2)SALEM	R.J. REYNOLDS	R.J. REYNOLDS	14.7	15.7	16.4	16.4	16.9	17.2
3)DUNHILL	ROTHMANS	ROTHMANS	19.3	17.7	16.7	16.6	15.5	15.2
4)LUCKY STRIKE	B.A.T.	S.T.C.	5.2	8.1	9.5	9.4	10.1	9.5
5)CONSULATE	ROTHMANS	ROTHMANS	6.4	6.0	6.2	6.3	6.1	5.8
6)CAMEL	R.J. REYNOLDS	R.J. REYNOLDS	6.0	5.0	4.4	4.3	4.0	3.7
7)KENT	B.A.T.	S.T.C.	2.7	3.0	3.3	3.4	3.5	3.5
8)P. STUYVESANT	ROTHMANS	ROTHMANS	4.1	3.7	3.6	3.7	3.6	3.4
9)STATE EXPRESS 555	B.A.T.	S.T.C.	3.7	3.4	3.0	2.8	2.7	2.5
10)BENSON & HEDGES	B.A.T.	S.T.C.	3.2	2.9	2.8	2.6	2.5	2.4
11)ROTHMANS	ROTHMANS	ROTHMANS	2.1	1.8	1.4	1.2	1.1	1.0
OTHERS			11.2	11.8	12.0	11.8	11.1	10.8

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(SINGAPORE)			1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			66.7	66.1	65.9	66.3	66.5	66.3
FILTER MENTHOL			25.4	26.8	27.8	28.0	28.4	29.1
NON-FILTER			7.9	7.1	6.3	5.7	5.1	4.6
PRICE SEGMENTATION %								
PREMIUM			28.7	26.1	22.9	22.3	22.2	22.0
HIGH			23.5	40.6	46.0	46.7	46.8	48.6
MEDIUM			28.5	12.2	7.9	8.7	8.1	7.9
LOW			19.4	21.1	23.2	22.4	22.9	21.5
	Prem (Sing.$)	same		2.8+	3.10+	3.50+	3.90+	4.20+
	High	same		2.79-2.60	2.90-3.09	3.30-3.49	3.70-3.89	4.00-4.19
	Med	same		2.59-2.40	2.70-2.89	3.10-3.29	3.50-3.69	3.80-3.99
	Low	same		below 2.40	2.69-below	3.09-below	3.49-below	3.79-below
TOBACCO TYPE SEGMENTATION %								
BLEND: AMERICAN			50.4	57.2	63.4	64.5	66.8	68.2
VIRGINIA			49.6	42.8	36.6	35.5	33.2	31.8
LENGTH SEGMENTATION %								
REGULAR			8.7	7.8	6.1	5.7	5.1	4.6
LONG SIZE			14.8	18.4	26.7	27.2	28.4	29.8
KING SIZE			73.5	70.4	63.2	63.1	62.5	61.5
100MM+			3.0	3.1	3.7	3.9	3.9	4.0
95's			-	0.3	0.3	0.2	0.1	0.2
PACK COUNT SEGMENTATION %								
7's			3.2	4.1	3.7	3.8	0.6	0.6
10's			13.5	14.4	18.3	18.7	19.8	21.8
12's			8.4	7.2	4.6	3.8	4.5	4.3
14's			14.5	10.9	10.1	10.5	9.3	9.1
20's			60.0	61.5	61.5	62.3	63.2	61.7
OTHERS			0.4	1.9	1.8	1.0	2.6	2.5

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(SINGAPORE)	1987	1988	1989	1990	1991	1992
PACK TYPE SEGMENTATION %						
SOFT PACK	46.0	44.3	44.4	44.4	44.3	42.6
FLIP TOP BOX	50.2	52.2	52.5	52.6	52.9	54.8
SLIDE AND SHELL	3.6	3.3	3.0	2.8	2.6	2.5
PRINCESS PACK	0.1	0.1	0.1	0.1	0.1	0.1
OTHER (TIN)	0.1	0.1	---	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2	2
E) POINT OF SALE	3	3	3	2	2	2
F) BILLBOARDS	2	2	2	2	2	2
G) CINEMA	2	2	2	2	2	2
H) SAMPLING	2	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: TAIWAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	33.2	34.3	35.2	34.9	36.1	35.0
OF WHICH LOCAL MANUFACTURE:	26.6	28.8	30.1	30.0	31.0	29.4
IMPORTED FROM US/UK	6.6	5.5	5.1	4.9	5.1	5.6
POPULATION TOTAL (MILLIONS)	19.59	19.45	20.00	20.20	20.50	20.80
PER CAPITA CONSUMPTION (STICKS)	1,695	1,763	1,760	1,720	1,760	1,707
SMOKER INCIDENCE						
% OF TOTAL POPULATION	27.5	29.5	29.3	31.8	31.7	31.7
% OF FEMALE POPULATION	N.A.	2.6	3.9	4.7	4.8	4.8
% OF MALE POPULATION	N.A.	47.3	47.4	54.4	54.4	54.4
COMPANY SHARES %						
1) TAIWAN TOBACCO & WINE MONOPOLY	83.5	83.9	85.6	86.0	85.9	83.9
2) PHILIP MORRIS	8.2	9.6	8.6	8.4	6.4	6.0
3) B.A.T.	4.0	3.8	3.6	3.2	4.2	5.0
4) R.J. REYNOLDS	1.3	1.3	0.9	0.8	1.6	1.6
5) ROTHMANS	0.8	0.8	0.7	1.3	0.9	1.0
6) JAPAN TOBACCO	--	--	--	--	0.4	0.9
OTHERS	2.2	0.6	0.6	0.3	0.6	1.6
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	49.8	59.3	59.9	60.2	45.0	37.0
2) B.A.T.	22.9	23.2	25.1	22.8	30.0	30.8
3) R.J. REYNOLDS	7.7	8.3	6.4	5.9	11.1	10.1
4) ROTHMANS	4.7	4.7	4.8	9.4	6.1	6.5
5) JAPAN TOBACCO	---	---	---	---	2.7	5.7
OTHERS	14.9	4.5	3.8	1.7	5.1	9.9

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(TAIWAN)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES OF IMPORTED SEGMENT %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) STATE EXPRESS	B.A.T.	B.A.T.	9.9	15.4	21.1	19.4	26.5	27.5
2) PARLIAMENT	P.M.I.	P.M.I.	14.3	27.2	30.7	22.7	18.9	15.8
3) MARLBORO	P.M.I.	P.M.I.	33.9	31.0	26.6	15.6	15.8	15.6
4) YSL	R.J. REYNOLDS	R.J. REYNOLDS	2.6	3.6	3.9	4.5	8.1	8.2
5) L&M	P.M.I.	P.M.I.	---	---	0.6	20.5	8.4	3.3
6) CARTIER	ROTHMANS	ROTHMANS	1.1	1.5	2.0	1.4	2.0	2.7
7) KENT	B&W	B&W	11.1	7.1	3.9	3.1	3.4	2.5
8) VIRGINIA SLIMS	P.M.I.	P.M.I.	---	---	0.2	1.1	1.6	2.1
9) DUNHILL	ROTHMANS	ROTHMANS	1.1	0.9	1.1	1.1	1.6	2.0
10) CRAVEN A	ROTHMANS	ROTHMANS	---	0.5	0.8	6.2	2.0	1.3
OTHERS			.26.0	12.8	9.1	4.4	11.7	19.0
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			96.1	99.0	99.4	99.5	99.3	99.4
FILTER MENTHOL			0.5	0.6	0.6	0.5	0.7	0.6
NON-FILTER			0.4	0.4	0.0	0.0	0.0	0.0
PRICE SEGMENTATION %								
PREMIUM			16.5	16.1	14.4	10.1	14.1	16.0
LOW			83.5	93.9	85.6	89.9	85.9	84.0
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			94.5	92.6	80.0	73.1	71.7	66.7
LOW FLAVOR			5.5	7.4	20.0	26.9	28.3	33.3

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(TAIWAN)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	85.1	86.4	89.4	89.2	89.7	89.4
AMERICAN	14.9	13.6	10.6	10.8	10.3	10.6
LENGTH SEGMENTATION %						
71 MM TO 79 MM	2.0	4.9	2.8	2.1	2.0	2.0
80 MM TO 85 MM	93.6	89.0	91.1	92.4	92.6	90.7
100 MM	4.4	6.1	6.1	5.5	5.4	7.3
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	80.4	76.6	70.4	66.2	58.3	51.5
FLIP TOP BOX	19.6	23.4	29.6	33.8	41.7	48.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	1	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

(TAIWAN)		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO							
		(Health Warning Only)					
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	YES*	YES*	YES*	YES*	YES*	YES*
SPECIFIC T&N NUMBERS ON:		(Magazine only)					
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Magazine only.

2054136863

Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000

NAME OF MARKET: THAILAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	30,927	33,203	36,900	39,000	39,200	39,700
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	99.2%	97.3%
IMPORTED:	---	---	---	---	0.8%	2.7%
POPULATION TOTAL (MILLIONS)	53.6	54.6	55.7	57.7	57.8	59.0
PER CAPITA CONSUMPTION	564	603	609	676	678	673
COMPANY SHARES %						
1) THAILAND TOBACCO MONOPOLY	100	100	100	100	99.2	97.3
2) PHILIP MORRIS	----	---	---	---	0.3	1.3
3) R.J. REYNOLDS	----	---	---	---	0.2	0.5
4) OTHERS	----	---	---	---	0.3	0.9
BRAND FAMILY SHARES %						
BRAND NAME / TRADEMARK OWNERSHIP						
1)KHRONG THIP — THAILAND TOBACCO MONOP	50.7	54.1	56.7	60.8	66.9	69.2
2)FALLING RAIN — THAILAND TOBACCO MONOP	4.5	6.0	7.0	7.5	8.4	8.8
3)GOLD CITY 85 — THAILAND TOBACCO MONOP	14.0	12.8	11.7	10.0	9.4	7.9
4)SAMIT 14 — THAILAND TOBACCO MONOP	9.6	7.4	6.0	5.0	4.1	3.5
5)RUANG THIP — THAILAND TOBACCO MONOP	8.1	7.7	7.1	7.6	2.5	2.0
6)KLED THONG (NF) — THAILAND TOBACCO MONOP	3.3	2.9	2.5	2.2	2.1	1.5
7)ROYAL STD III — THAILAND TOBACCO MONOP	2.9	2.5	2.2	2.1	1.6	1.4
8)MARLBORO K.S. — PHILIP MORRIS	----	---	---	---	0.3	1.3
9)ROYAL STD DELUXE — THAILAND TOBACCO MONOP	0.8	0.8	0.9	0.9	0.7	0.6
10)KRONGTHIP DELUXE — THAILAND TOBACCO MONOP	---	---	0.9	0.0	0.9	0.6
11)THE MOON — THAILAND TOBACCO MONOP	2.1	1.9	1.7	1.5	0.8	0.5
12)KRUNGTHONG — THAILAND TOBACCO MONOP	1.4	1.1	1.0	0.9	0.6	0.5
13)SAMIT (NF) — THAILAND TOBACCO MONOP	1.5	1.2	0.9	0.6	0.4	0.4
14)WINSTON — R.J.REYNOLDS	---	---	---	---	0.1	0.4
15)KLEDTHONG 27 — THAILAND TOBACCO MONOP	0.6	0.6	0.5	0.6	0.3	0.3
16)KWANTHONG — THAILAND TOBACCO MONOP	---	---	---	0.4	0.2	0.1
17)FALLING RAIN DELUXE — THAILAND TOBACCO MONOP	---	---	---	---	0.2	0.0
18)STAR (DAO) — THAILAND TOBACCO MONOP	0.1	0.0	0.0	0.0	0.0	0.0
19)KWAETHONG — THAILAND TOBACCO MONOP	0.5	1.1	1.0	---	---	---

* NOTE: Import cigarettes commenced August 1991.

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Source: https://www.industrydocuments.ucsf.edu/docs/slgl0000